The AMERICAN HOME

25¢

for April







Help your dentist help your smile...

Dentists recommend Ipana 2 to 1 Dentists use Ipana 2 to 1

(Over any other tooth paste, according to a recent national survey.)

IPANA Tooth Paste for your Smile of Beauty

P.S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the twist in the handle. 1,000 dentists helped design it!

1. Instant grease cutting 2. Scratchless cleaning



you want in a cleanser-instant grease cutting for fast cleaning -and scratchless action for safe cleaning! It's America's finest cleanser! No after-grit ... no

sediment that has to be rinsed away. And it actually polishes as it cleans. Try it for a week-you'll use it for life!

Pick the Polka Dot Package



Choice of 3 colors

America's finest Cleanser by Swift & Company

In this Issue

April, 1948	Vol. XXXIX, No
Cover Photograph by Harve Wobbe from FBG	The state of the s
Arts and Crafts	
For Keeps Patterns	66, 67, 68, 70, 72, 7
Children	
Cum Laude for Dad and Baby Too	
Gardening	
Your Grounds Are Everybody's Business What Does He Do, Who Plants a Tree? Sweet But Mistaken Homage Don't Be Dull About Flower Arrangements New Ideas? New Flowers! American Home Achievemen	Oren Arnold 34
	E. L. D. Seymour 107
Lilies Are Really Easy to Grow from Seed	Tessie Cox Riewe 111 Fred C. Hubbard 113 Marie E. Van Nest 115
Decorating	
Work and Play Four Flights Up	30
Harry's Ironstone	Jean Austin 39
The Proof is in the Doing There's Life Left in Those Old Pieces	James Wiley 45
Share and Share Alike	96
Don't Be Dull About Flower Arrangements	Dorothy Monroe 98
Homes and Maintenance	
Home of Mr. and Mrs. William C. Dean Home of Mrs. Jewell Perrine Bainbridge	Jane Hale 46
Home of Mr. and Mrs. Melchor Ferrer	Ethel McCall Head 48
Home of Mrs. and Mrs. Fred Aschbacher Home of Mrs. Arthur B. Adair	Ruth W. Lee 52 Ethel McCall Head 54
Floor Plans	57, 58
Five Tips on Painting	William W. Atkin 80
It Takes a Heap of Hammering	Virginia Cornwall 81 James S. Ayars 86
75% for You and 25% for Me	Julie Frease Neel 92
Foods, Parties, Housekeeping	
	Esther Foley 129
Menus Cream Cheese Magic	
Recipes	
Pretty Penny Meals	Marie Peters 135
April Fool Fun	Allison Holm 138
Let Them Work for You	Edith Ramsay 145
Moth Starvation	Elizabeth Fuller 147 Wendy Daugherty 149
Moth Starvation	Clarice Cox 150
Where to Spend Where to Save on Basic Table Ap Look, It's New	pointments 134
Inspirational	
	13
Books	. Madge Carson Powell 27
Our Posterity Box	. Margaret B. Armistead 153
Look, 't's New	
Mrs. Jean Austin, Ed	ITOR

MARION M. MAYER, Managing Editor
WILLIAM J. HENNESSEY, Architectural and Building Research Editor
MARY E. Monze, Decoration Editor
EDITH RAMSAY, Home Equipment Editor
Gertruube Brassard, Party Editor
WILLIAM H. GROVE, Art Editor
RUTH W. LEE, Midwestern Correspondent

E. L. D. SEYMOUR, Horticultural Editor
JAMES M. WILEY, Home Furnishings Editor
ESTHER FOLEY, Food and Nutrition Editor
RUTH DAVIS, Feature Editor
Velma Lund, Arts and Crafts Editor
KAY CAMPBELL, Western Correspondent

THE AMERICAN HOME, April, 1948. Vol. XXXIX, No. 5. Published monthly by The American Home Magazine Corporation, 444 Madison Ave., New York, N. Y. W. H. Eaton, President-Treasurer; Jean Austin, Vice-President-Secretary. Executive, Editorial and Advertising headquarters, 444 Madison Avenue, New York 22. Subscription Department, 55 Fifth Avenue, N. Y. 3. Copyright, 1948, by The American Home Magazine Corporation. All rights reserved. Title registered in U. S. Patent Office, Subscription price in United States and Canada \$2.50 a year; two years, \$4.00; three years, \$5.00. Foreign postage, \$1.00 per year extra. Entered as second class matter December 31, 1935, at the post office at New York, N. Y., under act of Congress March 3, 1879.



The Employers' Group consists of three sound, progressive insurance companies writing practically all types of fire and casualty insurance, as well as fidelity and surety bonds. With the help of thousands of carefully chosen agents throughout the country, we serve people in all walks of life with *planned* protection programs.



The Employers' Group

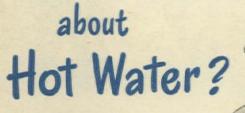
Insurance Companies of Boston

ONE LIBERTY SQUARE . BOSTON 7, MASSACHUSETTS

THE EMPLOYERS' FIRE INSURANCE CO. • AMERICAN EMPLOYERS' INSURANCE CO.
THE EMPLOYERS' LIABILITY ASSURANCE CORP., LTD.

Has your family been introduced to this

NEW DISCOVERY



"PACKAGED-IN-GLASS"

hot water! Always ready, always hot, always clean! It's water heated and stored in a glass "pack--sanitary as a clean drinking glass.

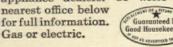


The Permaglas Water Heater for your home has many important advantages. All of them are designed for your convenience. But the most important single thing about the Permaglas Water Heater is this: the tank is made of glassfused-to-steel ... sparkling blue and

It CANNOT rust or corrode, under any water condition.

This really means clean hot water, free of tank rust and corrosion dirt. It means long, dependable service. It means the finest hot-water convenience at low cost.

See this truly modern water heater at leading public utilities, merchant plumbers, and better appliance dealers. Or write the nearest office below for full information.





WATER HEATERS

A. O. SMITH Corporation . New York 17 . Atlanta 3 . Chicago 4 . Houston 2 Seattle 1 . Los Angeles 14 . International Division: Milwaukee 1 Licensee in Canada: John Inglis Co., Limited

Manufacturers also of better zinc-lined Duraclad and Milwaukee Water Heaters

contributors



• WENNETH DUNCAN is well qualified as an expert on all phases of homebuilding and real estate. He is Associate Editor of the Savings Bank Journal and formerly served as vice president and general manager of the Harmon Organization, one of the largest firms of community builders in the country. At present, he serves as chief consultant to Housing Counselors, Inc. and executive vice president of Housing Trends and Housing Plan Service, Inc. He is the author of a number of books pertaining to building, the latest: Standard Primer for Home Builders and Home Buyers, just published by Funk & Wagnalls, and author of "The American Home Planning Primer" in this issue.



. . MADGE CARSON POWELL Was born in Nebraska, received her education in Colorado-including training at the Colorado State Teachers' College. After that, her time was divided between teaching and homemaking. More recently, she has devoted her time to writing and has published poems, articles, and monographs. Her 'I Found a Blue One" is on page 27.



. . TESSIE COX RIEWE, who presents on page 111, impressive and convincing arguments for home food gardens, says she is "just a New Jersey housewife" whose garden will be a major part of her home as long as she is able to care for it-or have it cared for. Born in Maryland, she once taught biology in an Annapolis high school which, she thinks, may have first awakened her interest in growing things. She started her first garden just before World War II. In addition to the two "garden assistants" she mentions, she has a third boy, age three, whom she will no doubt recruit in a few years.

Manufacturing difficulties beyond our control have delayed the delivery of this issue.



When the memory of thos cruel sharp winter days and drafty rooms is vivid in you mind, when you recall too easily all the cold spots in your home that's a good time to plan defi nitely for solid comfort nex winter with TORIDHEET Automatic Heating Equipment

Your home is different. It must be studied carefully by a man who knows how to insure your com fort with efficiency and economy The Toridheet dealer can hel you, and help you quickly. He ca show you the right way to comba cold drafts successfully-how to have real comfort-automatic com fort all the time.

Behind Toridheet Oil and Ga Heating Equipment is 25 years of research, experiment and develop

"Your Home's Complete with Toridheet

Consult the yellow pages of you telephone directory under "Oi Burners" for the TORIDHEET dealer's name and phone him. O write to us direct!



CLEVELAND STEEL PRODUCTS CORPORATION CLEVELAND 2, OHIO

Affiliated Canadian Manufactures Conroy Manufacturing Company, Ltd. Catharine St., St. Catharines, Ont.

A COMPLETE LINE OF AUTOMATIC HEATING EQUIPMENT FOR OIL AND GAS

June Coteys' smile wins a career in the clouds -

THE SMILE THAT WINS IS THE

PEPSODENT SMILE!



June Cotey, Airline Stewardess, flies the exciting New York-to-Chicago run for American Airlines. It's a dream come true for Chicago-born June. For she set her heart on flying when she was a student at Chicago's Austin High. After leaving De Paul University, June joined the Airlines as a reservation clerk . . . progressed rapidly to receptionist in the personnel section—and there she won her "wings." Now passengers often comment on June's winning smile. "It's a Pepsodent smile," June says, "I like the taste of Pepsodent—and it really keeps my teeth bright. You know, a bright smile is part of my job!"

WINS 3 to 1 over any other tooth paste!

You'll find people all over America agree with June Cotey. New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles. In recent tests, families from coast to coast were asked to compare New Pepsodent Tooth Paste with the brands they'd been using at home. By an overwhelming majority...by an average of 3 to 1...they preferred New Pepsodent over any other leading brand they tried!

Yes, New Pepsodent won 3 to 1 for its cool, minty flavor...for making breath cleaner, and making teeth brighter! For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!



Do YOU have a winning smile? If Pepsodent has helped your smile and career—send your picture and story to Pepsodent, 141 W. Jackson Blvd., Chicago 4, Ill. If used in our advertising you will receive regular professional model fees.

Another fine product of Lever Brothers Company

Pepsodent

Always one step ahead of the contributors NEW DEA BOOK weather with RUSCO



So easy to adjust ... even a child can do it!

Rusco all metal self-storing combination screen and storm sash gives you all the benefits of screens, storm sash and weatherproofing in any weather . . . in any season . . . daytime or nighttime.

Fingertip adjustment of inside sash provides rainproof, draft-free, filtered-screen ventilation. Patented Thermolok* Frame assures permanent, weather-tight fit. Available in bonderized steel or lifetime aluminum...both finished with baked-on aluminum paint. Installed on old or new homes.

Mail the coupon for literature that tells all Rusco's benefits in comfort, convenience, safety and economy...tells you why Rusco Windows can save you up to 1/3 on fuel bills.

THE F. C. RUSSELL COMPANY

6400-A HERMAN AVENUE CLEVELAND 2, OHIO

Also manufacturers of Rusco All Metal Venetian Awnings



THE	F.	C.	RUSS	ELL	co.
6400					
Cleve	lan	d :	2, Ohi	•	

Gentlemen: Please send me illustrated literature on Rusco Windows and name of negrest distributor.

City		Zone	Ctal	
Address			(Plan	
Name				

I own my home I plan to build



• • GEORGIA ENGELHARD is a graduate of Vassar and Teachers' College, Columbia University. She chose painting as her career and devoted her summers to horse training and mountain climbing. Though she is the niece of Alfred Stieglitz, "the Father of Modern Photography," he never directly influenced her career as a photographer. It was the mountain-climbing trips which first inspired her. After studying at the New York Institute of Photography and the School of Modern Photography, she became associated with several industrial and advertising photographers. She started in business for herself in 1943. Her husband, Eaton Cromwell, collaborated with her on the article "Harry's Ironstone."



. . . KENNETH LIND, architect of the Melchor Ferrer house, is a pioneer in the field of residential planning, and the Ferrer house is his most recent study for an all-wood, partially prefabricated house. Born in Rockville, Illinois, he was graduated from the University of Illinois and won the Plyn Fellowship in Architecture for 1933. Last year his Production Line Structures House received the Progressive Architecture award for the best house built in 1947. The Ferrer House appears on page 48.



• • • ELIZABETH FULLER was graduated from the College of Home Economics at Syracuse University and began her home economics career in the field of home-service work. Before joining the equipment staff of THE AMERICAN HOME, she worked for a public utility company and was with McCall's Magazine. She enjoys discovering new ways of making home a better place in which to live, and there's sound housekeeping advice in her plan for "Moth Starvation". As a hobby, she collects antiques.

shows YOU how to have CHARMING WINDOWS!



Written and Illustrated by these

ROYAL BARRY WILLS

America's Foremost Residential Architect tells how to use win-

dows most effectively in all styles of architecture from Colonial to Contemporary Modern.

DOROTHY DRAPER

Nation's Best-Known Decorator

shows how to decorate windows in new and attractive ways to give distinctive charm and personality to every room in your home.

ROY WENZLICK

Famous Real Estate Economist

gives valuable hints on how to preserve resale value by intelligent planning to retard depreciation and obsolescence.

JOHN NORMILE

of "Better Homes and Gardens"

names the three most important things to look for in windows and explains how to make them the key to charm in your home.

All this, plus a host of other fascinating ideas and suggestions in this new fact-packed book tell you things you should know before you build or buy a new house. Contains hundreds of valuable tips to help you avoid many common but costly mistakes, and to make your new home the envy of your friends.

NOT A CATALOG, but an authoritative 28-page book, beautifully illustrated in colors. Every section written by experts. A book every prospective home builder and home buyer should read now.

Mail coupon below for your copy today...while quantities last ...

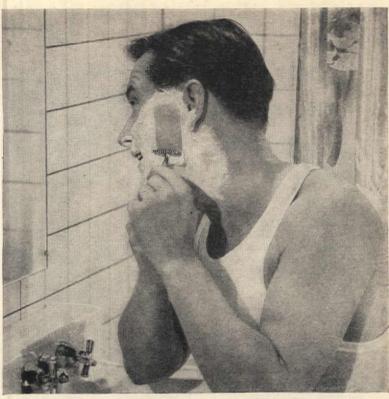
En.	WATER WATER	
DU.	Mesker	-
Meta	Windows	,
4356 Gera	ldine, St. Louis 15, M	c
Please sen	d your book "How	t

Get a Better Home with Metal

postage and h	
Name	
Address	
City	State



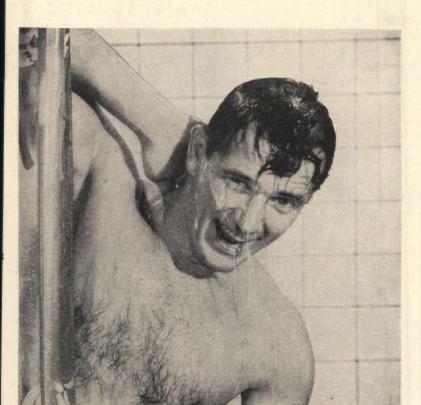
1. "Night and day, all the hot water we need—for every use in the house. That's the wonderful comfort we got with our new G-E Automatic Electric Water Heater. And I don't have any more worry or work. It's safe, too."



2. "I wanted a water heater I could depend on. That's why I bought a General Electric Water Heater. It gives us all the hot water we need. And it's economical to run, too. With our low electric rate, it costs us less than the old flame heater."

we want!"

"Every day-all day-all the HOT_



3. "It's sure something to take a really hot shower and to know there's plenty of hot water. I'm glad I picked a General Electric Automatic Electric Water Heater. I don't have to bother about checking the flame or fussing with fuels."

Facts about the new General Electric Automatic Electric Water Heater...

E asy to install anywhere in a closet, kitchen, cellar, or bathroom. No chimney or flues needed.

The G-E Automatic Electric Water Heater, with the special Calrod* heat-wrap units, gives you the utmost in water heater efficiency.

Highly efficient, noninflammable Fiberglas insulation keeps operating costs to a minimum. Gleaming white enamel finish is rust-resistant.

Approved by Underwriters' Laboratories . . . backed by General Electric's engineering knowledge . . . many years of water-heating experience.

Capacities range from 15 to 82 gallons. See your General Electric retailer. He can tell you the correct size for your family. General Electric Company, Bridgeport 2, Connecticut.

*Trade-mark Reg. U. S. Pat. Off.



A size to fit your family's needs.



I retired at 55 with \$150 a month contributors

... and I'm making more money than ever!

I've always said that a man could make a hobby pay real money if he could give it as much time as his job. And that's what I'm doing! But it wasn't till I was 55, and retired with a life income of \$150 a month, that I had a chance to do as I pleased. For some, it might have been woodworking, or painting, or even inventing. With me, it was writing. I'd always longed to write, and did write a little. Today, I'm spending full time at it. And earning more than I ever did at the office.

What's more, I'm free to go where I choose. To take trips—get about the country a bit.

I got the idea fifteen years ago, when I was forty. At that time, I had a good job. I couldn't afford to quit work and give full time to my hobby. Suppose I didn't make out? Well, a family man doesn't quit a good job to do what he pleases.

Then, one night about that time, in the spring of 1932, I was running through a magazine planning an article I wanted to write in my spare time. I noticed a picture of a couple sailing for Havana. They were retired, the ad said, on a life income. No, they weren't rich. They'd planned, it explained, to make part of their income during peak working years pay for a retirement income later on. What they had was called a Phoenix Mutual Retirement In-

Why couldn't I use a Phoenix Mutual Plan to help me do what I really wanted to do? With \$150 a month, I could retire and make my hobby a full-time job.

At the bottom of the ad was a coupon offering more information. I cut it out and mailed it. Pretty soon I got a booklet telling about Phoenix Mutual Plans. Yes, this was for me! It told how in 15 years I'd get a retirement income of \$150 a month for life. Meanwhile, it would protect my family with life insurance.

That very week I applied and qualified for a Phoenix Mutual Plan. Fifteen years went fast, all right. As soon as my first Phoenix Mutual



check arrived I retired to do what I dreamed of doing. I've made out pretty well, selling short stories and travel pieces. With my retirement income and my earnings, today I'm making more money than ever.

Send for Free Booklet

This story is based on a typical experience. Assuming you start at a young enough age, you can have the life income you need at retirement-beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. So don't put if off. Send for your copy now.

PHOENIX	MUTUAL
PLAN FOR Retirement	
PHOENIX MUTUAL LIFE INSURANCE CO. 722 Elm Street, Hartford 15, Conn. Please mail me, without cost or obligation, your illustrated booklet describing Retirement Income Plans for women. Name.	PHOENIX MUTUAL LIFE INSURANCE Co. 722 Elm Street, Hartford 15, Conn. Please mail me, without cost or obligation, your illustrated booklet showing how to get a guaranteed income for life. Name
Date of Birth	Date of Birth
Home Address	Home Address

COPYRIGHT 1948, BY PHOENIX MUTUAL LIFE INSURANCE COMPANY



. . RUTH DAVIS heard glowing reports of a school for fathers-to-be from the proud papa of an infant son. This led her to write "Cum Laude." To gather material, she interviewed instructors and "old grads" of a model school for fathers in New York City, was even allowed to sit in on several sessions. An old hand at reporting, she wrote her first article at the age of six for a Montana newspaper-"a highly fictitious account of the doings of a family of robins." Later on she started a column on a Massachusetts newspaper, and eventually landed in New York on the staff of a picture magazine. About a year ago she came to THE AMERICAN HOME as Feature Editor. She is co-editor of a short-story anthology, Americans One and All (Harper & Brothers), spends her spare time "trying to be an amateur photographer."



• RANDELL MONK'S career as a designer began when he won a poster contest in high school. After graduation from the Parsons School of Design, he worked with Joseph Platt in New York. His versatility has made his designs outstanding in fashions, advertising, textile and wallpaper industries, and home furnishing. He lives and works in his New York studio apartment, the subject of "Work and Play Four Flights Up".



• • • BETTY LOIS BURTON was born in New Jersey, grew up in California. After her graduation from the University of California at Los Angeles, she taught school in Los Angeles. In 1944, she went to Hawaii, where she taught, then was a reporter for the Honolulu Star Bulletin. Then she went to Japan and worked for the public relations division of the Occupation Forces. Last summer she did advertising work in London. She devised the "Party Pastimes" on page 142.



WATER CONDITION

Hard water eats up soap-gives only a stingy lather. With Permutit conditioned water, half the soap makes twice the suds. How dishes sparkle!





Hard water stains fabrics, clogs pipes, reducing efficiency of home appliances. Permutit provides soft-water protection, cuts plumb-

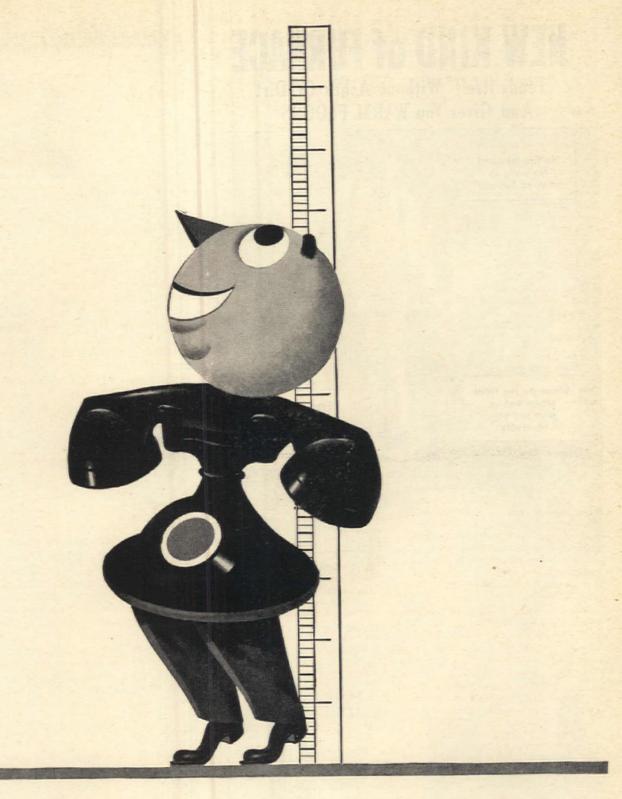
Hard water leaves skin hair lusterless. Soft water by Permutit pre-serves natural skin beauty; hair is soft,



FIND OUT how easy it is to own and operate a Permutit Automatic Home Water Conditioner. There's no down payment . . . easy F.H.A. terms. Get full details. Mail coupon for FREE booklet *Trademark Reg. U. S. Pat. Off.

Will save you more than it costs!

[THE PERMUTIT CO., Dept. AH-4 330 W. 42nd St., New York 18, N. Y. Please send me free Permutit booklet.
1	Name
1	Address
1	City
1	CountyState



A LOT OF GROWING TO DO

This is a big country and to furnish nation-wide telephone service, the Bell System has had to be big for a long time. But in the last few years it hasn't been nearly big enough.

Even though we've broken all records and added more than 6,000,000 new telephones in the past two years, there are still about a million orders for service that we haven't been able to fill because of lack of equipment, switchboards, cable and buildings. Many more Long Distance circuits also are needed.

It will take time and a lot of money to make the Bell System big enough for the nation's needs but we're on our way—in a big way—to giving you more and better service than ever before.

BELL TELEPHONE SYSTEM



NEW KIND of FURNACE

"Tends Itself" Without Ashes Or Dirt And Gives You WARM FLOORS





Throw away your shovel and ash can: No more fire-tending toil—no cleaning out ashes. Sit in your armchair and "tend fire" by flipping a switch. It's fully automatic; models available for gas, oil or LP-gas. Gives you real warmth in the "yardstick zone" where you need it most-the vital 3 feet above the floor!

Write today-Learn how you can heat your house better, often for a lot less money, and with less work, the Coleman way. See why hundreds of thousands of homes have installed CUP THIS COUPON Coleman Floor Furnaces!



"White Glove" test shows how it stops dirt. Run a white-gloved hand over curtains in a Coleman-heated home! Glove picks up no fuel-grimeyou know your home stays clean longer, with Coleman. Means less curtainwashing; less mopping, dusting and scrubbing—and a nicer home for you!

THE COLEMAN COMPANY, INC., DEPT. AH-614 Wichita 1, Kan.; Philadelphia 8; Los Angeles 54.

WON TI LIAM GHA!



The Coleman Dept. AH-614		
Without oblig information or fuel checked.	ation to m	ne, send complete Floor Furnaces for
☐ Gas	Oil	□ LP-Gas
Name		

Town. State.



• • • OREN ARNOLD was born on a Texas ranch, attended the Rice Institute in Houston. After college he held a succession of jobs as reporter and editor then, after his marriage, he moved to Phoenix and became a free-lance writer. With their three daughters, the Arnolds live in a nationally famous pueblo home which THE AMERICAN HOME wrote about a few years ago. He has written more than a dozen books and his shorter works are published in national magazines. His hobby is the study of desert flowers and cacti with photography as a side line. His "Sweet but Mistaken Homage" is on page 34.



. . OTTALIE K. WILLIAMS, a native New Yorker married to an Englishman, acquired, three years ago, an old house and thirty-five acres of swamp and woodland in Connecticut. The research necessary to restore the house authentically resulted in Old American Houses and How To Restore Them, in 1946, and another, Modernizing Old American Houses is due in June (both published by Doubleday). Being a writer, restoration consultant, gardener and treasurer of the local garden club, she finds little time for hammock leisure, but she loves it all. She contributes to our monthly "Neighbors" with "Our Gardens Are Everybody's Business."



• • • VIRGINIA CORNWALL enjoys a three-way career: she makes a home for her husband and two children; she helps in her husband's business; she does free-lance advertising booklets. The assignment she enjoyed most, was the one she drew because she was "a housewife who had hammered on rafters and knew which end was which on a shingle nail." She wrote a nontechnical booklet on building a house-"strictly amateur for other amateurs with muscles and lots of energy." For AMERICAN HOME readers: "A Heap of Hammering."



THIS BOOKLET TELLS YOU HOW TO SAVE UP TO 39% ON GAS BILLS!

After reading this attractive, fully illustrated booklet, you will want to be

sure your new gas range is equipped with the famous Harper Center Simmer Burners.

Eighteen leading gas ranges are equipped with Harper Burners. These burners are superior to all other top burners because each Harper burner is really 2 burners in 1. As shown below, the big outer burner brings foods to a quick boil. Turn handle until it "clicks" and the big burner goes out, leaving only the small efficient inner burner lit to finish the cooking.

Enjoy These Advantages

Only the separate Harper Center Simmer Burner gives you the controlled low heats you need to keep foods warm for serving ... to eliminate pot watching and boiling dry .. to keep proper pressure cooker heat . . . to allow cooking with little water, which saves time and gas. Cooking with the tiny inner burner keeps the average kitchen 9 degrees cooler, and saves up to 39% in fuel. Only the Harper Center Simmer helps so much in your cooking!

Send for your copy of "Modern Methods of Top Burner Cooking." It is packed with information about making your cooking

SAVE THE VITAMINS!

Cook with a single cup of water . . .



HARPER-WYMAN COMPANY	AH-4
8562 Vincennes Ave.	
Chicago 20, Ill.	- 1
Please send me the illustrated be	ooklet.
"Modern Methods of Ton Busner Co.	

City & State.



letters

My January issue arrived yesterday, and I am losing little time in singing my song of praise and sending my grateful thanks for "The Home-Makers Guide for 1947" on page 91! It is so exactly what every reader of a home magazine has wished for—now we can find at once that special article on decorating (or whatever it is) that was published several months back, but whose title we can't recall readily.

"Thank you again and please don't ever discontinue this feature as I am going to be reading The American Home for many, many years."

—mrs. c. w. Pearce

have read with great interest the articles by Dr. Berenberg. I think they have far more merit in that

more to the point than anything of the sort I have read recently. "I shall look forward to reading all of Dr. Berenberg's articles."

they are simple, straightforward and

-MRS. JOHN I. PEARCE

y husband says he wishes I would stop reading magazines, and sometimes I join him in that wish. I get us in more trouble that way. My complaint is that most of the 'how-todo' articles are written in a misleading, gay and merry tone that gives you no hint of the pitfalls you may stumble into. We have come to the conclusion that they must be written by people who just sit down at a typewriter and imagine, for instance, how it would be to build a terrace. I have dozens and hundreds of friends who read all this stuff and get along splendidly because, while they read homemaking magazines avidly, they just join the authors in imagining they have done all these interesting and constructive things. They never actually put their backs into it because they are too busy in the hammock reading more interesting articles. But I-I really try to do it, not with dreams but with a trowel. ... I would like to see the day come when no magazine would print a 'how-to-do' article without having the author certify to the fact that he had done the work he was describing with his own two hands. Accompanying it should be a complete list of trials and errors and things that didn't turn out quite perfect. This would not only be interesting reading, but would warn you of pitfalls and make you feel less like an idiot when comparing your results with the perfection the author seemingly whipped up in no time with no trouble."

-CATHERINE HATHAWAY

On the heels of Mrs. Hathaway's constructive criticism, we received the following experience story. Proof of the pudding: how-to-do stories, clearly given, can and do work.



Facts to know before you buy an automatic water heater

- 1. The thrifty fuels are gas and fuel oil. Choose the one that offers you the most economy and convenience in your area. Then pick your Duo-Therm Automatic Water Heater—the gas or fuel oil model! The new Gas Duo-Therm burns all types of gas including LP.
- 2. The burner is the "heart" of your heater. Make sure it's sturdily yet simply built . . . burns a clean, full-bodied flame . . . and is thrifty with fuel. Easiest way to make sure of all 3 is to make sure it's a Duo-Therm exclusive-design Burner—the Dual-Chamber for fuel oil, the Equaflame for gas.
- 3. First costs aren't final costs. Efficiency and maintenance determine the real economy of a water heater. And that's where Duo-Therm shines! Its vertical flue (fuel oil or gas models) gets more heat out of your fuel—eliminates coils that can clog and rust out to run up needless repair bills.

- 4. Controls should be right three ways: 1. Accessible. 2. Easy to operate. 3. Dependable. You get all three in Duo-Therm! The finest controls money can buy. So utterly automatic they almost "think" for you!
- 5. Water capacity isn't the only measure. Important, yes. But make sure the heater replaces hot water fast. Duo-Therm does. No waiting for hot water even on wash-day!
- 6. There's plenty in a name. Plenty of water heater "know-how" when the name is Duo-Therm—pioneers of the auto-matic fuel oil water heater... originators of revolutionary improvements in modern heating equipment. It's your assurance of years of trouble-free service at a saving.

Free illustrated catalog—gives you the complete story. Describes Duo-Therm's world of features! Shows Duo-Therm's handsome modern design! Mail the handy coupon today.

In Gas and Fuel Oil Water Heaters it's

DUO-THERM

Always The Leader



Duo-Therm Div. of Motor Wheel Corp., Dept. AH-W8. Lansing 3, Michigan

Send me absolutely free one copy of the Duo-Therm

- ☐ Automatic Fuel Oil Water Heater Catalog
- ☐ Automatic Gas Water Heater Catalog

FREE 12 page Duo-Therm catalog. Send coupon today.

ge m nd

Address.

City P.O. Zone State.

Duo-Therm is a registered trademark of Motor Wheel Corporation, Copyright 1943

Now something extra has been added to famous SWP House Paint



Makes your house keep that "New Look"—longer!

Best buy in home protection for over 80 years . . . that's Sherwin-Williams SWP House Paint! America's favorite, SWP now brings you a great big extra bonus—beauty that lasts a full year longer than before!

In its whiter, brighter whites—or in its cleaner, more beautiful colors—SWP House Paint now gives your home a new, "freshly-painted" look that stays on and on!



The superb quality of SWP has made millions of satisfied users. Today, more than ever, SWP means the most for your house paint money!

Check these 6 great additional advantages:

- 1 HONEST-FILM-THICKNESS!

 No deep brush marks... no weak spots in the film!
- 2 QUICKER-DRYING! This new SWP dries before heavy dust can collect!
- 3 SMOOTHER SURFACE! SWP's smoother, glossier surface doesn't grip dirt!
- 4 SELF-CLEANSING! Rains keep SWP bright and clean!
- 5 WHITER! BRIGHTER! Whiter whites ... brighter, more beautiful colors!
- 6 SAVES MORE MONEY! SWP does not require repainting for years!

Available at all dealers who display the "Cover-the-Earth" emblem.





letters

As chairman of the Junior Garden Club of Columbia, Mo., which I organized on April 9, 1947, with twelve children as charter members, I am sending a photograph of the Club's first project-for which you are indirectly responsible. It is the development of an outdoor living room and play area in which to hold meetings and test the members' ideas about gardening, landscaping, etc. Space was made available on my home grounds, and it was decided to make an outdoor fireplace. Various patterns and designs were considered, but that shown on the cover of the May 1947 AMERICAN HOME was chosen. The children made it of concrete blocks with red-brick trimming. . . . We have had many compliments on our fireplace. My copy of the magazine is nearly worn out from being borrowed by friends who are interested in making a fireplace of their own." -MRS. JOE CRENSHAW



On one of your covers you showed a picture of a back yard, the fence of which intrigued me. In the picture you may see how I adapted that idea for my own back yard. I thought you might like to know how your ideas are put to good use."

-E. STUART ROGERS

No my husband isn't the only one who procrastinates and postpones when confronted by those odd jobs around the house. ("My Husband Procrastinates," Marie Rotte, February American Home). And I'm not the only wife who does likewise when it comes to darning his hose.

"We still haven't discovered the solution to the sock situation, but we have solved the odd-job problem. I do 'em myself. No, I haven't just given up and taken over his share of



Thrilled is no word for it. My neighbors ask me what I have done to make my washings so clean and fresh. Our new Red Jacket Water Softener is my answer. Truly, I never realized what a difference soft water could make in laundering, dishwashing, bathing, shampooing—in fact any work where water is used. Every faucet in our home, both hot and cold has delightful soft water, crystal clear and so wonderful for bathing, cleaning, cooking and drinking. My Red Jacket Water Softener removes iron, too.

PLEASURE FOR THE ENTIRE FAMILY

Dad enjoys soft water because it makes shaving easier and bathing a pleasure. Mom says it saves her time, and she is thrilled when her friends comment on her beautiful, soft linens, sparkling glass and chinaware, and better cooking, too. Even the children love to take baths in Red Jacket softened water.

Visit your local Red Jacket dealer and have him show you the beautiful Red Jacket Water Softener. He has the size best suited for the requirements of your home. If you don't know the Red Jacket dealer in your town, write to us for his

RED JACKET name. Address Dept. AH.





IT'S as simple as that. Just telephone your heating dealer to give your home a comfort treatment by installing Chronotherm, Honeywell's marvelous new electric clock thermostat. With Chronotherm on the job, you'll never have to give your heating plant a thought. It will keep your house temperature right on the beam from morning to night.

Best of all, Chronotherm will save at least 10 percent of your fuel bill, according to

government authorities. It will automatically switch to lower, healthful, fuel-saving temperature at night. Then in the morning before you arise, it will automatically bring your house up to cheery, comfort temperatureand keep it that way in all kinds of weather.

Chronotherm is low in cost and easy to install. It will pay for itself over and over again in comfort, convenience and actual fuel savings.

YOUR HEATING DEALER ORDER CHRONOTHERM FROM

FOR YOUR NEW HOME

When you build that new home, be sure it is equipped with an up-to-date automatic heating plant, adequate in size and properly installed. And to get the utmost in comfort and economy, insist upon a Chronotherm control . . . Ask your heating dealer or mail the coupon.

SEND FOR THIS

Free BOOK 4



MINNEAPOLIS-HONEYWELL	REGULATOR C	OMPAN)
2703 Fourth Avenue South	Minneapolis 8,	Minnesote
Please send your new booklet "A B.	lueprint for Heating	Comfort"

which tells about Chronotherm and other heating controls.



Install all new CHAMBERLIN Combination storm sash and screens

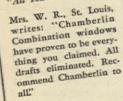
OWNERS OF CHAMBERLIN METAL COMBINATION WINDOWS REPORT THAT THEY ENJOY:

30-second change from storm sash to screens from *inside the room!* Easy sash or screen storage in nearest closet... finer appearance in neat, non-swelling, all-metal frames... stormproof ventilation. Don't face another chore of taking down old-fashioned storm windows and putting up screens. Get Chamberlin combination units now!

CHAMBERLIN COMBINATION WINDOWS PAY FOR THEMSELVES

In winter, you enjoy no-draft comfort while Chamberlin Windows more than pay their cost in fuel savings. Call me ... your Chamberlin Man ... today! Convenient terms available, too!

SEND FOR FREE BOOK . . . Shows you the way to real year-round comfort. A big dollar-saver, FREE! Write: Chamberlin Company of America, Dept. 44, 1254 LaBrosse St., Detroit 26, Michigan.



Mrs. R. Says They're
"All You Claim Them!"



E BOOK!

21/2 MILLION HOMES ALREADY SERVED!

letters

the homemaking. We have merely learned to co-operate.

Conservation Engineering

BILLS

for

no

TO INSTAL

"After months of coaxing, bickering, and quarreling about a lack of storage space, I went to work one day and built a clothes closet. When my husband came home that night, the breakfast dishes were on the table, the beds weren't made, the floors were unswept, supper wasn't even started, and I was out on my feet. But I had my clothes closet exactly where I wanted it and arranged the way I wanted it.

"My husband took one look at me, another at the closet, and sent me to bed with a mug of hot milk. He took over. In an hour he had the house straightened up, the dishes washed, and supper on the table. We had made a discovery. While he hated odd jobs and was none too handy at them, he didn't mind the regular housework. He could rip through it in half the time I could. And I, who detested regular housework, and was none too good at it, liked carpentry tools and had a knack for working with them.

"After that first day-long orgy, I used a little more judgment. I stopped work and started the supper at a reasonable hour, but that is about all the housework I did on the days devoted to building cupboards.

"Your husband may not turn out to be, as mine unquestionably is, a better housekeeper than his wife, but there is the possibility that he may prefer a session of regular housework one or two evenings a week to irregular requests for fixing the iron cord, replacing a broken window, or putting up a shelf in the kitchen."

-CLARA C. SANDERS



will occupy these premises in the May issue and each issue thereafter. We'll try to ferret out for you and your home those things which we think are "just what you've been looking for." Each item will be illustrated with a specially-posed photograph and described in complete detail. For your convenience, we'll give the price and the name and address of the firm that will mail it to you.

Come with us, then, to the Market Place each month to enjoy the excitement and variety of a real "mart," plus the selective, leisurely shopping of a salon.

SHORT

THE AMERICAN HOME, APRIL, 1948

books



Burpee's Color-in Garden and seeds that grow for boys and girls. (W. A. Burpee Co.) Price, 50 cents. . . Not really a book, but a colorful cardboard folder with outline pictures of seven kinds of garden flowers and a simple planting plan, to be colored with paints or crayons. Also, seven packets of seeds of those flowers for planting when the garden beds are ready. Later, the blossoms can be compared with the pictures and vice versa. Obtainable at seed, department, and variety stores, it is a jolly gift for spring birthdays or parties, and a nice prize for junior classes in flower and garden shows.

Land for the Family, by A. F. Gustafson, E. V. Hardenburg, E. Y. Smith, and Jeanette B. McCay. (Comstock Pub. Co.). Price, \$4.00... If a move from city to country is part of your plans, or even of your thoughts, you will do well to read this

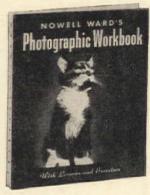




book, which might be called a "manual for noncommercial farmers." All the authors are, or have been, teachers in the New York State Colleges of Agriculture and Home Economics. They discuss realistically and dispassionately advantages and disadvantages of rural life, and the factors that contribute to them, from locating and choosing a home to the best ways of handling the crops and other food products it can provide—if the family wants to give the time, effort, and the thought essential to success.

Roses of the World in Color, by J. Horace McFarland. (Houghton Mifflin Co.) Price, \$5.00... In 296 pages and 283 full-color illustrations, this third and completely revised edition of an already popular book provides the answer for the person who

says, "Yes, I like to read about roses, but I want to know how they look, too." For those who have the earlier editions, this book is no mere duplication, but a valuable supplement to the others. Another hearty vote of congratulations and thanks to Dr. McFarland, our grand and beloved octogenarian of the world of roses!



Nowell Ward's Photographic Workbook. (Ziff-Davis). Price, \$5.00 . . . This not only will guide the amateur. by easy stages, from one phase of photography to another, but will serve as a permanent reference book. Space has been provided for mounting the results of its seventeen complete lessons. The author, well known to AMERICAN HOME readers, is an outstanding Chicago photographer. The book is recommended to anyone who owns a camera, because it explains, simply and clearly, the art of producing good pictures. It is profusely illustrated with examples of the author's excellent work.



The Encyclopedia of Home Careand Repair by William J. Hennessey and William W. Atkin. (Lantern Press, Inc.) Price, \$3.95... Written by the Architectural Editors of The American Home, this book is a must for everyone who rents, owns,



Our soap doesn't melt when the shower starts to pelt! No sirecee ... we planned our new bathroom to include plenty of soap dishes. And one of 'em is high 'n dry on the shower wall! That's just one of the slick tricks built into our bath. Of course, you want to know . . .

what's the big idea?

The BIG idea is a smart modern bathroom cabinet by Miami-Carey. What those people haven't done can't be done with mirrors! Classic styling. Concealed lighting. Little refinements that make a big difference. And all blended in masterful designing that really glorifies a bathroom.



When our architect showed us all the available styles, he said Miami-Carey offers America's foremost line of bathroom cabinets. I'd say it's foremostest... with the mostest in refinements, in quality construction, in styling! Not only that, the line offers every accessory that's necessary! For example, we found...

it's practical to be shelf-ish!



We got several smart mirror-lined recessed shelves. One's at the end of our tub, for brushes, cologne, water softener, creams, and perhaps a book. Others are strategically placed for hair brushes, combs, ad infinitum.

But you'll find ideas galore-ious . . . for convenience, for modernization, and helpful information on the Miami-Carey lines in the new book "Ideas For Your Bathroom." For your free copy, use the coupon below.



years serving home and industry

MIAMI CABINET DIVISION MIDDLETOWN, OHIO THE PHILIP CAREY MANUFACTURING CO.

AND ACCESSORIES

CINCINNATI 15, OHIO

Asphalt Shingles

Asbestos Shingles and Siding

CAREY PRODUCTS

remodeled!

The Philip Carey Mfg. Co., Cincinnati 15, O.—Dept. AH4

Asbestos Wallboard • Rock Wool Insulation

City Zone State



Simple! Happy owners say that MIRRO-MATIC cooking is simplicity itself. Just set the control for pressure recipe requires. Then put the pan on high heat. When you hear control signal, reduce heat and start timing. Extra-capacity dome cover opens and closes easily. Extra-bard, extra-strong aluminum alloy stays bright with a minimum of care.

Economical! MIRRO-MATIC pays for itself over and over. It cooks lower-cost meats deliciously tender in one-third the usual time, using 10 lbs.



pressure for minimum shrinkage. Vegetable plate takes only 3 minutes, at 15 lbs. Canning, four pints at a time, adds still another economy; use 5 lbs. for fruits, 10 lbs. for meats and vegetables. Think of all of the savings in food, time and fuel!

Speedy! MIRRO-MATIC gives you pressure cooking at its best. "MIRRO-MATIC your meals" and you'll get all of the benefits of economy, simplicity and automatic control plus speed. Delicious, healthful, flavorful meals are mere minutes away with your MIRRO-MATIC.

At department, housefurnishing and hardware stores, wherever dealers sell the finest aluminum. 4 qt., with rack and recipe book, \$12.95... (West \$13.95.)

books

or ever plans to live in a house. In true encyclopedic form it explains in alphabetical order and in simple, everyday language, the hundreds of homeowner-problems and gives their detailed solutions. A reference book to keep within easy reach, it will mean money in the bank for its owner.

Meta Given's Modern Encyclopedia of Cooking. (J. G. Ferguson and Associates). 2 vol. Price, \$10.00 . . . The author has managed to put almost all of the information required for good, everyday cooking between the covers of two books. No condensed recipes here. Each one is given proper space for the directions necessary for successful preparation. Beautifully and colorfully illustrated, there are all the old favorites and some new recipes worth trying. Economy is not the theme of this encyclopedia, but the work is so basic that extravagance shows only now and then.



The Land and Wildlife, by Edward H. Graham. (Oxford Univ. Press.) Price, \$4.00 . . . Unless you realize the immensity of the debt that civilization owes to wild life and are trying to help repay it, here is a book for your "required reading" list. Even if you are already a conservationist at heart, it will give you a new insight into the close and vital relationship between land use and the proper use (which includes both protection and utilization) of animals, birds, fishes; and between the conservation of all those natural resources and the welfare and prosperity of every one of us.

The Questing Spirit, selected and edited by Halford E. Luccock and Frances Brentano. (Coward-McCann, Inc.) Price, \$5.00. . . Timely reading for the Easter season, when man traditionally seeks to reaffirm his spiritual beliefs, is contained in this comprehensive anthology of prose and poetry dealing with religion in its many aspects. Culled from the writings of outstanding 20th-century men and women, selections in this vast work of 700 pages reflect modern man's search for truth, as expressed in the short story, the novel, drama, poetry, and nonfiction. Such names as Lloyd C. Douglas, Albert Einstein, Maxwell Anderson, T. S. Eliot, and John Steinbeck are to be found among the contributors. This is a significant volume for the home library.





in courts, schools, homes, newspapers, Government offices

Merriam-WEBSTER

YOU may have had to wait for a copy of WEBSTER'S NEW INTERNATIONAL DICTIONARY, Second Edition. Now, however, more and more copies are reaching your dealer. See him today—he may have one for you or will get it very soon. The MERRIAM-Webster contains 3,350 pages, illustrations for 12,000 terms, and a total of 600,000 entries—122,000 more than any other dictionary. It is the only unabridged dictionary completely revised and rewritten in three decades.

G. & C. MERRIAM CO., Springfield 2, Mass.



WEBSTER'S

NEW INTERNATIONAL

DICTIONARY - Second Edition





books

Armchair Gardening, by Thomas H. McHatton. (Univ. of Georgia Press) Price, \$2.50. . . A friendly, philosophical, highly appreciative discussion of gardening in relation to the other arts, the human senses, the history and social development of the country, and even such seemingly remote subjects as economics and politics. (The author, who unequivocally describes gardening as "the finest of the fine arts," says: "Whether we realize it or not, the political setup in this country restricts us to certain forms of gardening.") A good book to read quietly and thoughtfully and then to discuss vigorously, both at garden-club meetings and elsewhere.



The Betty Betz Party Book, written and illustrated by Betty Betz. (Grosset & Dunlap, Inc.) Price \$2.50. "Party" is a magic word, especially to teenagers, and here is an instructive and entertaining manual on the subject for youthful hosts, hostesses, and guests. The book is chock-full of party ideas-menus for special occasions, recipes, games, songs, suggestions for all the fixings. There are hints on how to give and attend parties in the best teen-age style, and advice on how "to get in the swim" and avoid being the "party pest." Illustrations help make the points.



Let's Make a Puppet! by Helen Farnam and Blanche Wheeler. (Itasca Press: The Webb Publishing Co.) Price, \$1.00. . . A book that shows how, by use of diagrams, and tells how with step-by-step directions. It explains how to construct, dress and handle a puppet, and also tells how the same directions may be used to make other puppet characters.

Sorry, we cannot purchase these books for you. They may be obtained through your bookstore



Peter Putter shows you how

"The best way to keep home upkeep down," says Peter Putter, "is to do it yourself...with products made by chemists who are specialists in Home Repair." For instance:

Double X is the white magic that enables you to "do over" your floors and do an expert job of it. In one operation it makes varnish vanish and makes old floors new. Double-action: bleaches as it removes!

Savabrush is the original brushrestorer. Just put this prestopowder in water, let caked-up paint brushes soak overnight. Result? Dissolves paint, varnish, shellac, enamel; makes bristles good-as-new.

Waxoff is "cheap insurance" for every revarnishing or rewaxing job, Whisks off wax, polish, oil, dirt; makes sure the varnish dries clear and hard.

Schalk's Wood Putty is the handiest thing in the house to repair furniture, set loose joints, casters, handles, knobs. Easy to work; contains real wood. All you add is water. Won't shrink; dries hard; stays put.

Peter Putter's Plaster Pencil is the modern way to fill "fine-line" cracks in plaster, wallboard, woodwork. No soaking, no mixing, no mess. Just draw the Pencil firmly over cracks, small holes, nicks. Fills evenly; stays put.

Peter Putter Products come in small, medium and large units ranging from 10c to 75c. At hardware, paint, department stores, building supply dealers all over America.

Send for free "show-how" folder! Want to know 12 ways to save money and have fun doing your own repair jobs? Send for Peter Putter's "Tested Recipes." Free! Address: Peter Putter, Schalk Chemical Company, 351 East Second Street, Los Angeles 12



Name			
Street_			

20

THE AMERICAN HOME, APRIL, 1948

Have you seen what we've done to our home?"



Master Pembroke Bath, Master One-Piece Water Closet. Companion Lavatory.



Royal Hostess Sink . . . with double compartments and drainboards.



Arcoliner Oil Boiler . . . also available for gas or coal.

THERE'S HELP FOR YOU in our new Home Book. Describes American-Standard products which are sold through selected Wholesale Distributors to your Heating and Plumbing Contractor. Convenient time payments for remodeling. Write to American Radiator & Standard Sanitary Corporation, Dept. A84, Pittsburgh 30, Pa.



To our BATH ...

I never dreamed that new fixtures could make our bathroom so luxurious. It's a pleasure to relax in the roomy tub. It's called the Master Pembroke. And both the lavatory and water closet have the same sparkling colors and smart styling as the bathtub. So easy to keep clean, too. They'll last us many years, because these American-Standard Plumbing Fixtures are the finest you can get, though they cost no more.

To our KITCHEN ...

It was like living in a new house when my Royal Hostess Sink was installed. Changed the whole kitchen—and my workday, too. Imagine, double compartments, eight inches deep, and double drainboards—all built in one piece! With a swinging spout faucet and thumb-control spray! And such an easy-to-clean finish—acid-resisting enamel on rigid cast iron, they told us. All I know is that it's American-Standard. The Mark of Merit was right on it.

To our BASEMENT ...

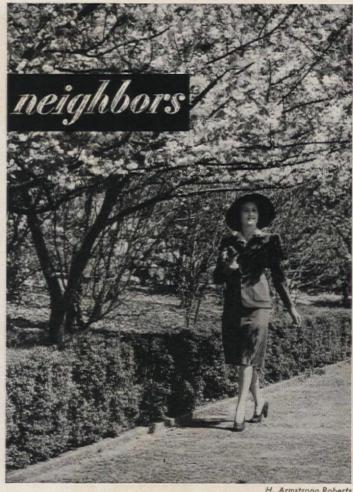
Maybe I should say—to all our rooms! For that new Arcoliner Boiler delivers plenty of heat throughout the house, at the lowest fuel costs we've ever had. The thing that surprised us most was that we had such a wide choice in American-Standard Heating Equipment—in winter air conditioning, warm air heating, and radiator heating—anything we wanted, and for any kind of fuel.

LOOK FOR THIS MARK OF MERIT

AMERICAN-Standard

First in Heating and Plumbing





H. Armstrong Roberts

YOUR GROUNDS ARE

Ottalie K. Williams

Jour grounds—our gardens—are everybody's business! We are apt to forget that when, for whatever reason, we neglect them. They are the concern of other people because those people have to look at them; because they can make or mar a street, a neighborhood, or a community. A house set among weeds, straggly vines, and pockmarked lawns is a poor advertisement for both its owners and their environment. It's an offense against the public interest. In this gadabout nation of ours, half the population is constantly on the move. peering out of trains, buses, and automobiles at the places where other folks live. Our houses and gardens are what they see and judge us by.

We all know places that we remember just because they looked as though somebody cared. On the other hand, I recall one otherwise neat hamlet that is virtually ruined by just one home. Owned by two elderly maiden ladies who have turned "queer" in their later years, it was once a nice, old-fashioned place. But gradually they let it run down, until now one wing is falling in and the garden is a jungle of weeds and brambles. The old ladies stick by what they consider their rights and do nothing about it. And all the neighbors can do is put up high, split chestnut fences to shut out the ugly sight. Usually, however, neglectful owners are not queer, but merely thoughtless or indifferent. Or the house may be unoccupied, the owner living where he does not have to look at its decrepitude. Whatever the reason, when a garden becomes an eyesore it detracts from all its surroundings. Next to unsightliness comes unsuitability and poor taste in planning and planting. Labored design for effect, fancy furniture and statuary, ornate pergolas, and colored tile walks are poor substitutes for proper planning, gracious lawns, and well-placed shrubs, trees, and flowers.

With a new baby, we looked for convenience first. But we also wanted a refrigerator that wouldn't wear or get noisy. Only Servel gave us both!



Stays Silent Jasts Jonger

(no moving parts in the freezing system)

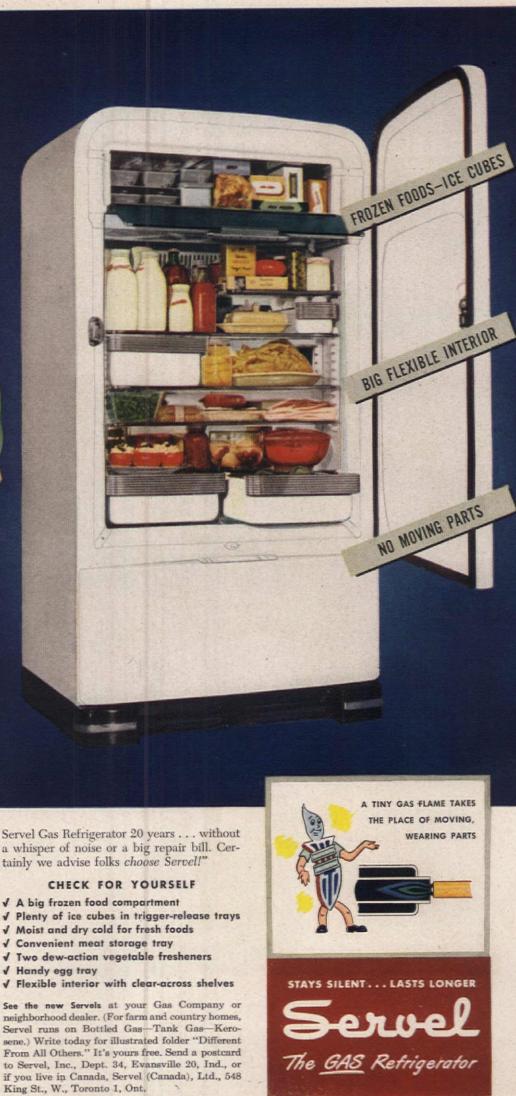
"When Tom and I went refrigerator-shopping, we looked for plenty of room for the baby's food and ours. But most of all, we wanted lasting quiet and dependability. We found just what we wanted in the Servel Gas Refrigerator. It gives us every up-to-the-minute convenience-and a freezing system with no moving parts to wear or make noise.'

This is a typical story. Over 2,000,000 owners know Servel stays silent, lasts longer because it has no moving parts in the freezing system. There's no motor, valves, piston or pump to wear or get noisy. Just a tiny gas flame does the work, silently, efficiently.

Eighteen or twenty years of constant use are not unusual with the famous Servel Gas Refrigerator. Writes Mr. August Mack of Montclair, New Jersey, "We've had our Servel Gas Refrigerator 20 years . . . without a whisper of noise or a big repair bill. Certainly we advise folks choose Servel!"

- Convenient meat storage tray

Servel runs on Bottled Gas-Tank Gas-Kerosene.) Write today for illustrated folder "Different From All Others." It's yours free. Send a postcard to Servel, Inc., Dept. 34, Evansville 20, Ind., or





Concrete Block, Brick, Asbestos Siding!

IF YOU WANT an exterior masonry finish of distinctive beauty and of unusual weather-resistance, choose Truscon PARA-STONETEX. Here is a specialized chlorinated rubber base finish that sets new standards. Yes, PARA-STONETEX goes way beyond the conventional paint job. It applies more easily, gives a surface texture of unsurpassed loveliness, stands up bravely to sun and wind and rain. In pure, gleaming white or attractively delicate pastel tones it will give your home new beauty, new protection. Its rubber base endows it with soft, rich tonal values and makes it more enduring.



Even Tough Enough for Swimming Pools!

Here's a rigorous test that Truscon PARA-STONETEX takes in stride—the submersion test. Yes, this durable rubber base finish qualifies for use in and around swimming pool installations. This is an impressive demonstration of its durability—a glowing tribute to its decorative qualities.

The Ideal Finish for Brick and Reclaimed Brick

Owners of homes with brick or usedbrick walls find that Truscon PARA-STONETEX imparts added distinction to the traditionally rich texture of these surfaces. In town and country the enduring marshmallow freshness of PARA-STONETEX makes a true show place out of any home, large or small.



WRITE FOR FREE LITERATURE to Dept. C-12, Truscon Laboratories, Division of Devoe & Raynolds Co., Inc., Detroit 11, Mich.



The education of homeowners in these matters is an excellent task for garden clubs or other civic-minded organizations and individuals to undertake. To campaign for better, tidier gardens is not a matter of urging people to spend a lot of money, to get dirt under their fingernails and become expert gardeners. The important objectives are well-kept lawns. neat paths, painted fences in good repair-evidences of attention and interest. If people want nice gardens but don't know how to have them. and don't want to join a garden club, they can often be helped by tactful club members with suggestions as to what to plant and how to plant it. Elderly people with limited means can sometimes be assisted by volunteer workers and carefully offered contributions of surplus plant materials.

If there is an epidemic of unkempt home grounds, letters in the local paper about the community value of nice gardens may awaken some of the delinquents to a sense of civic dutyor of personal pride. Another effective prod is a garden competition, either for the whole community or for garden club members only, designed to direct attention toward better garden standards. Or a contest for suggestions as to how the community could be beautified, with actual photographs and sketches showing possible improvements, would reveal conditions as they are and as they might be.

In addition to private gardens, there are often ugly spots for which neither the city fathers nor individuals seem willing to assume responsibility. Traffic circles, road junction triangles, spaces left between a new highway and the old road often deteriorate into wasteland-or even into dumping grounds. Outside a certain New England village, what was once a pretty roadside pond is now the resting place of the town's garbage. It pollutes the air, offends the eye, and tells visitors that here is a town with little pride. The only hope seems to be for the ultimate covering of the profanation under less obnoxious fill, and the prevention by statute of the giving of future garbage contracts to collectors devoid of a civic conscience. Such tragedies should be a warning to other communities to be on the alert and take necessary legislative precautions.

Such problems as the site of the local school, library, and other public buildings, the war memorial, railroad station, freight yard, small factory sites, auto graveyards, and so on, are grist for the mill of those citizens and citizen groups that want to see their community better looking, more attractive to desirable home buyers. They, like the home gardens, are the business of everyone who is interested in seeing that "America the Beautiful" is more than a wishful phrase. As the spark that can fire public ambition to bring about that result, the garden club has a major and very valuable part to play.



then you'll like the 1948 CLEMSON

Your mowing gets done quicker, easier with the Clemson Model E-17 because it cuts a full 17-inch swath yet weighs only 29 pounds complete. Less hand clipping too, because the compact Clemson cuts closer to front and side obstructions. Bracket carries your clippers right on the handle — another Clemson time-saving exclusive. Shear and cutting height are fingertip adjustments — no tools needed.

You'll like the 1948 Clemson from every angle—appearance, performance, long-life engineering. See it today at any leading hardware, seed, or department store. It's the easier way to cut grass!

CLEMSON BROS.,INC. Middletown, N.Y. U.S.A.

Sold exclusively through wholesale distributors to retail channels by the makers of world-famous Star Hack Saw Blades, Frames and Band Saw Blades. SPRING CLEANING MAGIC!

No soap—no other cleaner cleans painted walls and woodwork like Spic and Span!







SPICand SPAN®!

I've stopped using soap to clean painted walls,
I've stopped using soap to clean painted walls,
woodwork, all washable surfaces, now that I've found
Spic and Span! It's made especially for all these
Spic and Span! It's made especially for all these



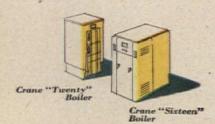
SOME DAY HE'LL UNDERSTAND . . .

Today, lapped in the warm luxury of his bath, he feels only the comfort that Crane plumbing provides. But some day he'll know all the reasons why Crane, above all others, was the choice of his wise parents.

The lavatory, for instance, is the Diana of the finest quality Crane vitreous china. Its gleaming surface cleans at the touch of a damp cloth and resists even the stain of acids. The shining, chromium-plated Dial-ese faucets operate at a finger's touch. Water

pressure has been harnessed to aid in closing, hence wear and consequent dripping are reduced.

You will want the extra comfort and convenience that new Crane quality can give you, either in matched groups or single fixtures. In the wide Crane line you will find equipment to suit every taste—every budget. See your Crane Dealer. He will help you with your selection and his expert installation will protect your health and comfort.



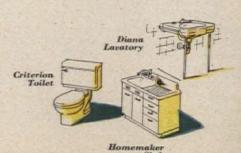
Two booklets—one on bathroom and kitchen planning, the other on choosing the correct heating system—are available.

Write for the ones you are interested in.

CRANE

CRANE CO., 836 S. MICHIGAN AVENUE, CHICAGO 5, ILL.

Plumbing and Heating · Valves · Fittings · Pipe





MADGE CARSON POWELL

Photograph by Roche

"I found a Mule one!"

It was April in Nebraska. Blue buffalo beans, yellow buttercups, Johnny-jump-ups and purple violets blended into a harmonious blanket of color on the landscape, as if the panes of a magnificent stained-glass window had been broken into tiny bits and showered across the hills and fields. Little children were playing in the fields, filling small pails with these wild flowers. As they gathered the blossoms, they called out gaily to one another. Occasionally, a loud, exultant shout rose above all the other voices: "I found a blue one! A blue one!" This announced that a lucky child had found a very special flower—not a white flower, but one of deep blue. It was not that the blue one was lovelier than the white but, being rare, its value was enhanced in the children's eyes; it had an extra enchantment.

And so it goes in life. Only too often the beauties of everyday experiences are overlooked in the rush of modern life. But scarcely a day passes that something does not occur that can bring happiness; and amid the most commonplace happenings, there's one that can be called a "blue one."

If life seems monotonous and flat, if you think that exciting, stimulating experiences come not to you but only to the other fellow, it may be that you have not developed the capacity for enjoying small things. If this is so, why not begin now to cultivate the awareness and sensitivity which will enable you to enjoy the "blue ones" in everyday life. Frequently, our minds become so occupied with trivial problems and disturbances that we overlook the small things that can bring us pleasure. If a bottle of milk has turned sour in the refrigerator, we may be so upset about if that we cannot appreciate the generosity of a neighbor who has baked a dozen cookies especially for us and brought them to the door. Concerned only with our

own troubles, we miss the opportunity to receive pleasure from her deed.

The lives of most of us move along at a fairly even speed. Overwhelming joys and sorrows are the exception. The happy person is one who has learned to make the most of the small pleasures each day brings. The partners in one of the most successful marriages I know have brought the art of enjoyment of small things to the highest perfection. The husband seldom comes home from his office without bringing to his wife a flower he has either purchased or picked in a friend's garden. He always presents it with a smile, and his wife accepts it as though it is an unexpected gift. She reciprocates with little surprises for him, placing some delicacy he especially likes in his lunch box or planning little pleasures in the home. He never fails to say, in appreciation, "That was good, my dear." These people have learned to express thoughtfulness of each other, and life for them goes on calmly and happily. Each feels sure of the other's reactions. In the simplest daily experiences, they have found those that mean most—the blue ones.

A teacher who receives a bunch of peppergrass or dandelions with the same smile and "thank you" that she extends to the child who brings roses and tulips knows that some children have gardens from which they can bring lovely blossoms, while others have no gardens and must gather what they can on their way to school. The desire to give is the thing the teacher appreciates, not the flowers themselves. Each gift, however unpretentious it may be provides a blue one in her day.

tentious it may be, provides a blue one in her day.

Life is more than just living on the heights. Most people follow a well-established routine from day to day. Getting joy out of that routine is living. Finding the blue ones among commonplace events is fulfillment.

RUTH DAVIS

FOR DAD AND BABY TOO



like a lot of men, I once thought that babies were women's business only," said one young graduate of a school for fathers-to-be at New York City's famed Maternity Center Association. "But I've learned better. Bringing up baby is Dad's job, too, and a very important one. Now that I've recovered from that 'forgotten man' feeling (ask any expectant father what that is!), I'm delighted about raising a family."

In community classes all over the country, prospective papas like this one are learning the fundamentals of fatherhood and acquiring the sound attitude toward family life which will make them better parents. Following the pattern established by the Maternity Center Association, schools for fathers have been set up under a variety of auspices in many cities and towns, and more are springing up to meet the demand. Popularity of these classes in parenthood indicates that today's father is increasingly aware of his responsibilities within the family, and realizes that there's more to his part of child-rearing than bringing home the weekly pay check on Saturday night.

Some ten years ago the Association inaugurated its first course in paternity. The group had for many years been conducting classes for mothers, and now husbands and wives both were clamoring for enlightenment of fathers on the actualities of birth, babies, and growth. On opening night, the lecture hall was jammed with men who came to hear a prominent obstetrician talk on the first phases of life. Some, to be sure, came skeptically, but finding the program practical and serious in tone, they stayed to absorb information—and appeared at the next session! The course, which lasts seven weeks, has been a success ever since.

Students meet once a week, relax during the two-hour session in comfortable chairs in a spacious, attractive room. The first three periods, six hours in all, are given over to talks on physiology. "Curiously enough," testifies the present lecturer, a doctor who is himself a recent father, "men are much more interested in the scientific aspects of growth than women. They have so many questions to ask at the end of a talk that we sometimes have to turn out the lights in order to get them to leave."

In this part of the course, the men learn that birth is a normal function, and they get rid of a lot of their fears, tensions, and superstitions. "You have no idea," the doctor says, "how scanty most men's knowledge is. For instance, their most common worry involves possible abnormality in the child. We show them that sound, healthy babies are the norm." The idea behind the factual presentation is that the coming of a baby is often a family crisis and that if the husband really understands the situation, he knows what to expect throughout and can see to it that wife and baby receive proper treatment and care.

At a later meeting, instructor and fathers sit down to an informal discussion of the emotional and spiritual factors involved in family life and in fitting the new baby into the home. Generally, this turns into a kind of "truth party", and such questions come up for profitable discussion as: "Is home something that just happens, or does it have to be planned, coaxed, and nourished?" "Am I inconsiderate of the people I care for?" "Will my child grow up in an atmosphere of love and security?" Through such self-examination, men are encouraged to take stock of their personal relationships and to understand the important role father plays in creating a good family life.

Fathers are apt to be harassed by the idea that their offspring may turn out to be problems later on. "Well-adjusted, happy parents seldom have problem children," the instructor states emphatically. "If parents are emotionally stable, chances are their children will be, too. Father and mother must be people who can take life as it is and make of it something that is good and attractive for children. The old-fashioned virtues—understanding, kindness, co-operation, courage, love, and tact—are still a good foundation for family life."

A trained nurse takes over for the final hours of the course to teach fathers how to hold and handle a newborn child. Men, it seems, are anxious to learn the details of baby care, but want it clearly understood that they have no intention of taking Mother's place. Most say, however, they will be glad to pinch-hit on occasion. Actually, lessons show Dad that babies are approachable so he'll not be timid about getting acquainted.

The basic purpose of this course in parenthood is to promote better family relations, and to make men realize that the strength of the nation lies in its sound, healthy families. "Better parents mean better babies, and better babies mean better citizens," explains one instructor. "Father can perhaps do more than anyone else to help establish that harmony in everyday living which is so important to family life." Primarily a demonstration agency, the Maternity Center Association hopes to improve family relations on a wide scale, and to this end publishes a syllabus of the course to aid community organizations in setting up classes.

Graduates of the school are keenly aware of the importance of establishing good father-child relationships early in the child's life. "After all," said one father-to-be, "I want to be on good terms with my youngster. Some day I'll be proud to hear him say, 'Living with my Dad is fun!'"



• In classes at the Maternity Center Association, fathers-to-be learn facts about babies, acquire a sound approach to paternity. First three sessions (strictly stag affairs) are devoted to lectures on physiology



 Later, fathers practice feeding, dressing, and even "bubbling"—with life-sized dolls substituting for heirs-to-come. Lessons aim to give Dad the "feel" of baby, not to make him a super-sitter or a substitute mother



 Bathing is a fine art, but less complicated than it seems at first. At the end of the course, diplomas are awarded—for perfect attendance. Most graduates hang their sheepskins on nursery walls



Photographs by Erich Kastan and International News Photos



Dad is mighty proud of his bouncing baby daughter.
 Following school's instruction, he saw to it that his wife made adequate provision for good medical care



• For baby's sake as well as his own, Dad spends as much time as possible with his little girl. First impressions count in establishing a good relationship



 Happy and well adjusted, the child joins the family circle. No small part of a healthy, family attitude is due to Father's consideration

WORK AND PLAY four flights up

Artist Randell Monk works, lives, entertains graciously

in walk-up apartment of old brownstone house



Photographs by F. M. Demarest

The ability to perform two or more functions well increases the value of any article. This living room does triple duty for its owner and pays its way thrice over.

By day it is an elegant but nonetheless work-manlike studio for its artist owner and his assistant. In the evening, part of the room can be curtained off to hide work materials. It becomes a comfortable living room, a handsome background for parties. The room can serve as a dining room, with the large table cleared and set for dinner. For an extra dividend, the sofa has been constructed with one long cushion to sleep an extra person if the need arises.

Not only does the room pay its way in manifold usability, it literally pays for the roof over its owner's head: a successful commercial artist, he conducts much of his business by telephone, turns out his assignments at his worktable and drafting board. An amateur chef of considerable merit, he concocts anything from a buffet supper to a seven course meal in a 2 x 4 kitchenette no bigger than a coat closet, serves it himself on an extensive collection of old Ironstone ware.



 Clients rarely come to workshop; Monk goes to them, transacts much work via telephone. Cabinets hold artist's equipment, clothes.
 Generous use of mirror adds depth to small room, livens dark walls





 Cramped hall bedroom is not wide enough to take bed and headboard crosswise. Monk sleeps with head at window, has frequent sniffles. Mirror panel helps combat claustrophobia



• Big room, curtains closed, is partly background. Work area is concealed behind curtains. Table formerly held hat stands in department store. Painted white, it is drawing table, desk, dining table. Guests ate cream of mushroom soup poured from ironstone pitcher, kidney bean-and-tongue salad, corn muffins





• Smaller sitting room is twelve feet square, has many personal details: collection of ironstone ware, chemist's weights, books, records, seashells. Under coffee-table top is remains of Monk's boyhood collection of bird eggs. Walls are dark green, trim is white



There's how it works: curtains are hung from ceiling track; track is set in about five feet from window wall. Space behind curtains accommodates large drafting board, paints, reference files, stacks of drawings. Lamps are powered for working light or for general illumination at night. Mirrors in doors of cabinets were bought framed in basement of department store for about \$3 each, frames removed, reset in cupboard door



1 He keeps the roots moist, shaded while he digs hole—



2 Makes hole a bit deeper and wider than root spread (measure with shovel)—



3 Loosens bottom of hole; digs in topsoil and peat moss or other humus to provide root-growth encouragement—



5 Sets tree in hole, as deep as or slightly deeper than it stood in nursery. Adds soil-humus mixture—



6 Firms sail around, among, on top of roots, using shovel handle and feet—



7 Spreads handful of special tree food on surface, and rakes it in-



9 Spirals heavy paper around trunk to prevent injuries, drying, sun scald—



10 Mulches slight surface depression with peat moss. Guys three ways with wire, large screw eyes, stakes—



11 Prunes head to remove bad crotches, improve form. . . .



4 Prunes any ragged or injured roots back to sound wood—



8 Soaks soil thoroughly, to settle it and dissolve plant food—



WHAT DOES HE DO, WHO PLANTS A TREE?



Old Engraving, "The Gardener" by Christopher Weigel, from Bettmann Archive

Henry Abbey, the other by an unknown author—from which that title is gratefully adapted? They told of the many results and rewards of planting a tree, but said never a word as to how to do it! . . . Well, we offer the accompanying pictures and captions to make good that oversight, in the hope that the simple but important directions will help reduce a mortality rate among young ornamental and fruit-bearing trees that is regrettably and unnecessarily high, largely because of lack of knowledge, improper methods, and insufficient care both at planting time and after.

It's timely information, too. This year, for the first time since April, 1872, when Arbor Day was established in the State of Nebraska by the Hon. J. Sterling Morton, who later became Secretary of Agriculture, there is under way a concerted effort to have this highly commendable festival observed on one and the same day throughout the United States. Heretofore, it has been at different times in the different states (and, sometimes, as in New York, at different times in different parts of the same state). These dates have ranged from some time in November (in Puerto Rico) and December (in Arkansas and Georgia), to February (in Mississippi), March and April (in most states) and May (in Montana), with others left to the discretion of the Governor, the Legislature, or some other body. That variation is, of course, justified by the varying climatic conditions over the country. And it is hoped and expected that homeowners, schools, 4-H Clubs, and other organizations will continue to follow the advice of nurserymen, county agents, agricultural experiment stations, and other local authorities in respect to the best planting dates, as well as the best kinds of trees to plant for different purposes, special soil preparation as called for by local conditions, proper feeding, pruning, and all the other details of good tree management.

The idea of one national Arbor Day is to arouse unified interest and enthusiasm in the planting of trees generally-as a vital phase of the conservation program on which the future of the nation and its people directly depends, and as a contribution to the beauty and comfort of homes and communities. One day is therefore being recommended for appropriate nationwide celebrationthe third Friday in April. So, if the weather and other circumstances permit, plan to plant a treeor some trees-on Friday, April 16, 1948, somewhere around your home, or on the grounds of a local school, public building, or park. Or, if you can, start a group or community project on vacant, submarginal land in the vicinity which should be reforested for protection against erosion. In this way, it can be saved and also turned into a future source of income for yourself, your oganization, your community, or some philanthropic cause.



Sweet homage is paid each spring to the Easter Lily, yet, as a symbol, it is a delusion! For it has no connection with the Resurrection, or any phase of the Easter festival. It simply—and conveniently—blooms at the Easter season. Or, rather, that is when the particular kind of lily bloomed to which the name was given when, nearly 75 years ago, it was introduced to the American public to win a popularity that it never has lost. Since then, ways have been found to bring it into bloom at any desired time, making it a year-round cut flower; it and various relatives with similarly statuesque, trumpet-shaped, white blossoms have become increasingly popular as garden material as well as cut flowers, and some of them, too, are often loosely called Easter Lilies.

Those are some of the things you would be told if you were to visit Albert Henry ("Chero") Osborne of California. Long a grower, hybridizer, and authority on lily culture, he considers them among the least understood and appreciated of garden flowers, especially in view of the fact that they can be grown in practically all parts of the country. "Chero" (from the Spanish ranchero or rancher) has a greenhouse up a wilderness trail in the Santa Cruz mountains, where he devotes himself to raising, crossing, painting, and writing about bulbous flowers, especially lilies. Born and reared in Wyoming, he learned about them the hard practical way. After being graduated from the University of Wisconsin, he taught in the genetics department for three years. Then, yearning for quiet experimental work, and because of the climatic advantages, he moved to California and in time built his greenhouse, some two miles from the nearest neighbor. His work is largely an avocation, for he sells only enough plants to cover his modest expenses. Past middle age and single, he lives simply, with an album of classical phonograph records for companionship. Regularly he comes down from the hills to the city of Santa Cruz to exhibit a rare or beautiful flower in the public library and talk about it to all who are interested. Because modern color photography was not perfected when he began, he took to water-color painting to make careful, minutely accurate records of his plants, and his portfolios are not only of scientific and reference value, but also strikingly beautiful. Part of his work involves hybridizing which, he feels, is a fascinating hobby which many amateur gardeners without special scientific training might enjoy. In few activities, he claims, can people find more genuine satisfaction, such welcome release from the worries of their complicated lives.

Now let's straighten out some of the tangle of lily lore. The original Easter Lily (Lilium longiflorum-meaning long-flowered) did not grow in or near the Holy Land in Jesus' time. It is a Japanese species and was first taken to Europe about the middle of the nineteenth century, and thence to Bermuda. Finding conditions there to its liking, it throve and multiplied and, in time, flowers of a particular variety-eximiumreached the United States and were hailed by both consumers and growers. Because W. K. Harris, a Philadelphia florist, gave the variety its first big boost, it was long known as L. harrisi, and for years Bermuda was the main source of both flowers and bulbs. Then disease invaded the plantings and while ways to control it were being learned, the industry was almost wiped out. Meanwhile other varieties of longiflorums, such as erabu, giganteum, and insulare (often listed as L. formosum) were found and imported in great numbers from Japan. Then, very gradually, bulb production was started in the United States, especially in the Gulf Region and the Pacific Northwest, the output at first augmenting, then largely taking the place of, the importations that the war shut off. Also, there were developed a number of "clones" (that is, races, each descended from a selected single bulb of the eximium variety), such as the Creole Lily of Louisiana, and three forms of Oregon origin-Croft, Estate, and Ace. Quite recently, the U.S. Department of Agriculture, working on these strains with the drug colchicine, has produced some "tetraploid" varieties (meaning kinds in which the number of chromosomes or character-carrying bodies has been doubled), which give promise of being markedly superior to their

rents. In due course, they, too, will be made availle to growers. All the kinds thus far mentioned can operly be called Easter Lilies because they trace rectly back to some variety of L. longiflorum, the ecies to which the term was first applied. While ey were all developed as material to be grown greenhouses, as decorative pot plants or sources cut flowers, they can also be grown in gardens to arying degrees, depending on climate, soil, etc. [For notes on the garden culture of lilies, and eir production from seed, see "Lilies Are Really

asy To Grow from Seed" on page 113.—Editor] Among other kinds sometimes called or mistaken or Easter Lilies, there is, first, L. candidum, the naste Madonna Lily. While, says Mr. Osborne, cientists aren't certain as to its native habitat, they tribute it to Asia Minor, possibly Palestine, though ne variety, salonikae, hails from Greece. Whatever s origin, it is probably the oldest lily of all, having een known and loved in Mediterranean countries or centuries, and being, next to the Cross, the comonest of Christian symbols. The old masters saw it the perfect symbol of purity and sacred beauty, nd most pictures of the Annunciation show it in he hands of the Virgin Mother or near Her. How did get to America? One legend says Columbus brought another, the Pilgrims; still another, the priests ho came with the Spanish conquistadores. Both for orcing and for garden use it is more capricious than

ongiflorum, yet it is widely grown, and reports of

uccess with it have come from many states.

There is L. formosanum (from Formosa), someimes wrongly called a variety of L. philippinense, which is quite another thing, native to the Philipines. It is a tall, handsome lily, bearing, late in the eason, fragrant, slender blossoms marked on the out-ide with a color called by different authorities "wineburple" and "chocolate." It is fairly hardy and easy o grow. There is also L. giganteum (not to be conused with the longiflorum variety of that name), which comes from the Himalayas and is big in every espect. It bears, on stalwart 8' to 12' stems, large, cented trumpets with purple shading on the outside. Macneil says it likes "almost solid shade, a moist situation, and a great deal of humus." Its bulb lies away after flowering, but it leaves behind offsets which can be grown on to flowering size. Sargent's Lily (L. sargentiae), another find in western China, somewhat resembles the famous Regal, except that ts flowers are pure white inside, yellow in the throat, and brownish instead of purplish without. Also it is more subject to disease than L. regale.

There are lesser known but meritorious species that lily enthusiasts will probably want to add to their collection of "Easter-lily like" sorts. L. browni, for example, with three-foot stems and June or July flowers that fade from pale yellow to pure white; deep-brown anthers contrast with the inner surface of the petals and match the outer markings. Another s the album, or pure white, variety of the popular L. speciosum, which is perhaps better known in its brilliant red (rubrum) form. And there are also the pleasing L. nobilissimum, from Japan; a Chinese variety burdened by the awesome title, L. leucanthemum centifolium, and a number of hybrids grouped under the name Princeps, which originated in America. Of course, all these are but a few of the lilies suitable for American gardens. For complete descriptive lists and detailed cultural directions, consult books written by practical experts such as George L. Slate, of New York, Miss Isabella Preston, of Canada, and Alan and Esther Macneil, of Vermont; and the recently organized North American Lily Society.

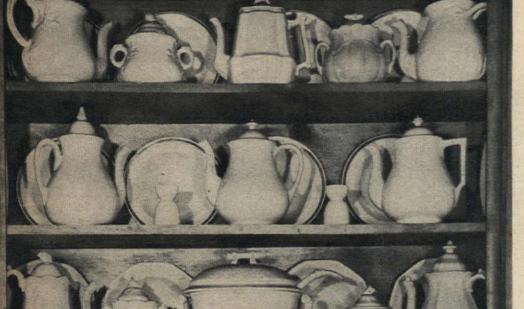


-gave the name "Easter Lily" to a plant that came, not from the Holy Land, but from Japan. And other kinds, too, are so called, though they bloom at all seasons of the year

Oven Arnold

Harry's IRONSTONE





"Harry" is Harry Fluiter, a Hollander

by birth, a New York State gentleman

by choice, a bargain hunter by instinct

o many people collect so many things, ranging from match covers to incunabula that when our friend, Harry Fluiter, told us of the Ironstone china that he was collecting, we did not at that time, pay much attention to his hobby.

We visited him recently to make photographs of a remarkable litter of kittens, most of whom have seven toes and are thus quite naturally unable to "lose their mittens", but were diverted from our original purpose by the exceptional impression his really extensive collection of Ironstone made upon us. Now what is this Ironstone that so fascinates Harry and that equally fascinated us, in spite of the fact that we are photographers by profession and never have been antiquarians?

This method of making earthenware originated toward the end of the 18th century in the neighborhood of Hanley, England, one of the six "pottery towns" so often mentioned by Arnold Bennett and eventually united into the county borough of Stokes-On-Trent. At least two firms continue in the manufacture of this ware: one of them, George L. Ashworth Bros., Ltd., the successor of Charles James Mason who first made Ironstone in 1797 and eventually patented it in the year 1813.

Its name appears to be derived from the fact that one of the principal components is ground slag, a by-product of the numerous blast furnaces in the neighborhood. This slag was then combined with the local clays which have made the Staffordshire potteries so very notable. Both Josiah Spode II and Wedgwood brought out a similar product about 1805, but seem to have later discontinued its manufacture. In any event, their product and that of Haines of Swansea seems to have been a semiporcelain rather than true Ironstone and was often translucent. The excellent quality and comparative cheapness of the latter resulted in large sales on the continent, so much so that the makers of French Faience were all but driven out of business. Most of the more ornate pieces probably went to the continent, at that time a richer maker approach to make the same approach to the same approach the same approach to the same approach to the same approach the same approach to the same approach the same approach the same approach to the sa

Several other firms besides the Masons continued to manufacture this type of china under various trade-marks, most of them using the title of Royal Ironstone China or "Stone China" with the firm name in addition, combined with the Royal Arms, comprising the Lion and the Unicorn.

Good quality is no doubt why there is so much of it still extant despite the continuous use it must have received since the early decades of the last century. One finds principally plain





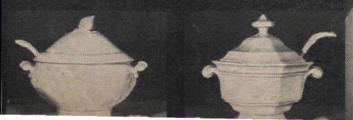
• Octagonal soup tureen bears stamp of American eagle with pennant above containing word Superior, pennant below with legend White Granite. Oval tureen is marked with Unicorn and Lion stamp with horse head above, E. E. P. & Co. below



 Oval platter marked in relief on border, Give Us This Day Our Daily Bread. Matching sugar bowl and coffeepot obtained in different places at interval of two years. Cup and saucer marked Unicorn and Lion, Turner and Tomkinson. Pearl Ironstone



 Large, covered vegetable dish is marked with sitting Unicorn and Lion supporting shield, inscription reading Porcelain Opaque, Bridgewood and Clark, Burslam. Sauceboat and octaganal sauce dish unmarked. One tureen has raised decoration





 Pennant and crown with Patent Ironstone China marked on mug is one of oldest stamps. Pitcher has same mark. Decorated bowl has oval stamp in form of pennant



• These are very old pieces. Platter under sauce dish is only one marked—Unicorn and Lion supporting shield

 Octagonal bowl has no marking. Pitcher and plates are of mulberry pattern marked Cyprus and Davenport, possibly cities for which shipment was intended





On second shelf from top of cabinet is so-called Mulberry designations pieces are marked *Ironstone* above the stamp, *Davenp* under it, *Cyprus* within stamp. Covered tureens and dishes I two on top, one on bottom shelf are pieces popularly collections.

Handsome covered sauce or gravy dish sits atop curly may corner cupboard which was restored by Harry Fluiter himse Pieces of *Limoges* are mingled with *Ironstone* in bottom cupboa Other cabinet holds forty-four piece set of copper lustre we



white china, though a great deal of beautifully colored ware w actually manufactured, including elaborately decorated mant pieces and vases. Some of it was ugly and garish, too. Possib due to the influence of Wedgwood and Spode, plus the classic revival which took place about that time, the articles are, f the most part, handsomely shaped, and the heavy-glazed at splendid bluish whites, relieved often only by a figure in lig relief, are extremely pleasing to the eye.

Ironstone was imported principally through the Port of Ne York and was distributed widely throughout the Northeaste states, including the maritime provinces.

Apparently, some Ironstone was manufactured in this country principally near East Liverpool, Ohio, where twenty-eight potenties were engaged in the business, the firm of Taylor, Goodw and Company of Trenton, N. J., having been the pioneer. To East Liverpool potters would appear to have discontinued this line half a century ago, perhaps because cheaper pottery came in demand, or because Ironstone is still a patented article.

Harry tells us that he bought his very first piece from a stre peddler in Greenwich Village for only \$1.00. Having recent become "Ironstone conscious", we priced a large soup tures without the accompanying ladle in one of the better class shops that the propoleized it to be \$20.

the tag proclaimed it to be \$80.

Not long ago, he read an article by a lady in Iowa who collected buttons. Having in his possession some Dutch military button which had been in his family for many years, he presented the to her, merely by chance mentioning that he was a collector of Ironstone. Not long previously, on one of his rare trips to Ne York, he had picked up a quite unusual specimen of a "Given Us This Day Our Daily Bread" platter. To his great surprise and delight, his correspondent sent him, in return for the button entirely unasked and quite unexpectedly, a platter identical to the one he owned. Such are the amenities of collecting.

Prices are up, the dollar buys less, your income has risen, but not enough. You're young,

faced with the problem of furnishing your first home. You're renting,

you're buying somebody else's house or a builder's house, or you're living in government

housing. You're average. But your tastes are not average. You want something

better than you've always had, but neither your pocketbook or your good sense allows extremes . . .

WHERE TO Spend?

WHERE TO Jave??



Then we shall try to balance your bank book with what you want. It means compromise, of course; and only you can judge best just where the line of compromise occurs. It can vary according to income, locale, and personal tastes.

If you are clever with your hands and can make charming somethings out of nothing, you have a powerful head start. But most of us aren't clever. If you are in that boat, then the icing on your cake must be "store-bought", the hard way! And it is the hard way, for merchandise en masse shows little imagination.

There are certain basic ingredients in furnishing a house, just as

here are in baking a cake. Once your basic materials are in the batter, ou can play your own individual theme around them and season to taste. But you've got to have the starters. These are your major expenditures, our budget murderers, but they are also the essentials to comfortable living.

You will be obliged to spend heavily on these items, burchased new: Sofa, lounge chairs, rugs or carpets, nattresses and springs. They are absolute necessities. To economize on them is rank foolishness, for they are eng-term investments. If you know a sound way in which you can save on them, we'd like to hear about t; we're up on our facts and we'll be skeptical!

There are many other items on which you should pend, according to your needs. It is far wiser to buy good permanent storage units if you can afford them—pair of mahogany chests of drawers for your bedroom, or a good bureau and dresser. Your bed should be a good one. But if it is a make-do proposition for the time being, you can sleep just as comfortably on a mattress blus box spring on legs, an unfinished chest of drawers or a hand-me-down bureau will hold your clothing. Spend here, if you can; substitute, if you have to.

Your dining-room furniture is another of those "it's up to you" decisions. If you buy cheap makeshifts, it is merely putting it off till another day; you will eventually purchase good dining-room pieces if you are average Americans. But if it is not in the cards at the moment, this is one place where you can comfortably economize—there are sufficient alternates. Many people dine as a matter of course on card tables in their living rooms, especially if they live in a small apartment in town. Don't feel your lot is an unusual one if you must do likewise. You can still set a beautiful table with your fine china, silver, and linens. Or you can go provincial and use a sawbuck table and pine benches and learn how to cook in a casserole. You can use the very cheapest kind of kitchen chairs painted a brash, bright color; you can use outdoor yacht chairs as we do. Whatever you do, make it fun, make it gay; don't be dreary about saving.

The business of where to save is a fascinating subject, and the lengths to which it can go depend entirely on your own personal taste and daring. Thorough shopping before buying is your greatest ally here. If you

comb the furniture floors in your shopping centers with an eagle eye, looking at price tags, you may be surprised at the bargains you will uncover. The bargain incidence is much higher in traditional home furnishings than it is in modern. It is usually possible to find reproductions of Duncan Phyfe or Victorian dining chairs for around \$10. Watch the newspaper ads, and you may uncover end tables and coffee tables for from \$12 to \$25, and other small pieces at comfortable savings.

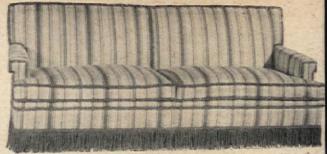
Lamps are a trap; there are so many bad ones in the lower price brackets. If you find, at a price, a decent base which has a nondescript shade, you can paint it to harmonize with your color scheme. Or trim it with fringe or wallpaper border.

Save on draperies—forego them! Buy ruffled curtains or straight glass curtains, ready-made; use your ingenuity to trim them differently.

Save on end tables—use a pair of cheap card tables; saw the legs down to sofa-arm height, cover the tops with felt or leatherette. Or even beer kegs, painted black, the bands done in gilt or a color.



Spend HERE...



Tomlinson of High Point

Pe prepared to spend here. Good quality, average-priced, ready-covered sofa in U. S. is around \$238. This one at Macy's is \$103 in muslin, but you must buy fabric to cover: In good rayon rep, \$169. Lawson style is good choice, good buy at this price. Smaller stores throughout country may not have pieces in muslin available

Pedding prices are up 25% over prewar. Demand quality, expect to pay for it. Forget fancy ticking; buy well-known, advertised names or pieces backed by store name, reputation. Study label listing contents, know what you've got. Top-quality innerspring mattresses will cost \$40-\$50, box spring same. Hair mattress costs \$75-\$100 and more. These innersprings and box springs—\$44.95



Carpet prices have risen. Good grades of carpet formerly cost \$7-\$8 Uup, now \$9-\$15 per square yard. Many old lines, abandoned due to increased costs, replaced by new textures in bright colors. Best-selling colors change yearly. Now ahead: Green, gray, beige. This 8 x 10 blue velvet on sale, \$67.95, figures about \$7.55 square yard

Manufacturers make, advertise bedroom furniture in open-stock groups. You should be able to buy one piece, and more later. Bald facts: stores, now on strict allotment, buy pieces in "suits," refuse to break sets, fearing hangover of odd pieces. Result: You must buy a group of 8 pieces of this good mahogany set at \$461 even if it cramps your bedroom, or take slim pickings of leftover stuff









Wever try to save on a traditional dining room sideboard, or a breakfront. They are elegant—or they are nothing. Quality, or lack of it, shows plainly in such major pieces. No compromise here: shoot the works, or do without. A mahogany sideboard like this Hepplewhite reproduction from Biggs will cost \$395. Wing chairs must be good; don't skimp here. This wing chair from Heritage, about \$200.



The saving graces often hide their lights under bushels . . . a sharp eye which recognizes much value for little price is a good thing to have. There is a saving note we can direct to your attention insofar as furniture is concerned. January and July are the time-honored months of the year for furniture sales. The reason is simple: most furniture stores buy by seasons and their merchandise is marked in code accordingly. During January and July furniture buyers travel to market to buy for the approaching season. Old merchandise (6 months, a year in stock) which has not moved well is often reduced in price in order to clear the floors for new furniture which will soon arrive.

In most instances there is nothing wrong with this marked down furniture. The pieces are merely the odds and ends of good merchandise which was offered at top prices a few months before. You may occasionally find shop-worn pieces, slightly soiled upholstery.

A word of warning must accompany, however: Never, never let the overpowering urge to get the best of a bargain mislead you into buying something you do not want, something which is not right for you. Use your head first! You won't be able to return the stuff.

LIST OF STORES FEATURING SPOTLIGHT OF THE MONTH ON PAGE 117

Illustration shows example of hard looking: store announced special sale on occasional tables. Prices ranged from \$15.93 to \$29.95. Couple found simple coffee table, mahogany and mahogany veneer, complete with glass top for \$14.09, almost \$2 less than lowest sale price. Look for good points of construction, finish; test tables for sturdiness—don't buy spindly, tippy models







You can nearly always find good buys in open-stock traditional dining chairs of type illustrated. Price: \$10.49, on sale at \$7.94. Chair with tapestry seat, carved top rail is from Carl Forslund. In cherry finish, \$14.95

Ind tables can cost little or much. Close shopping, inspection of tags may net bargains. Oval table from Elite Furniture Co. is solid mahogany, leather-topped, \$22.50. Mersman's shelf table has mahogany top with holly inlay





flood lamps are important to decoration scheme, even more important for illumination. Never buy small, dinky ones around 12 inches high. 24 to 30 inches is best height for living room. Never get under 18 inches. Paper shades are best bargain. Rayon, silk shades are apt to be expensive. Remove Cellophane immediately, else shades will buckle



Photographs, courtesy Macy's New York

Mirrors are necessary for good grooming; choose them carefully, make them count for decoration as well. Simplicity of design is best. Contrasting shades of metal form decorative inlay border around frameless mirror, good over mantel, buffet, console. Hangers attached so mirror may be hung vertically or horizontally. Mahogany framed mirror, versatile in use, size 16 by 24. Nurre Co., Inc.



Proof that well-designed, inexpensive lamps can be found. Glazed pottery base of Chinese inspiration has pierced gold metal base, hand-taped gold foil shade. 29 inches high, retails around \$10 complete. Bradley Manufacturing Co. Crystal and metal lamp has metallic foil shade, under 30 inches, retails about \$8. Westwood Industries. Modern lamp available in 5 colors, \$13. If sofa must go between doors, if there is no room for end tables, try pair of wall lamps. Both from The Railley Corporation

Dollar-stretchers garnered from

current markets to give you

lots of effect for little money

Details of rooms on following two pages

Page 43: Carpet, James Lees & Sons. Wallpaper, United Wallpapers. Uphalstery, Covington Fabrics. Radio-phonograph, Zenith Radio Corp. End Table, Glenn, Inc. Coffee table, Drexel Furniture Co. Openarm chair, Drexel Furniture Co. Table lamp, Railley Corporation, Floor lamp, J. & G. Lamp Co. Ceiling fixture, Kurt Versen. Sofa, Mueller Furniture Co. Lounge chair, Mueller Furniture Co. Unfinished furniture, Auburn Park Woodworkers.

Page 44: Carpet, Bigelow-Sanford Carpet Co. Wallpapers, Imperial Paper and Color Corp. Fabric, Waverly Div., F. Schumacher & Co. Radio-phonograph,
Philco Radio Corp. Occasional table, Elite Furniture
Co. Dining furniture, Drexel Furniture Co. Wing chair,
Tomlinson of High Point. Sofa, Heritage Furniture Co.
Open-arm chair, Jamestown Lounge Co. Coffee table,
R. P. Morton Co. Tole lamp, Herman Kashins. Table
lamp, Light Beautiful. Picture by Adolph Dehn, Associated American Artists. Glass curtains from Celanese
Corporation of America.



• Save with paper draperies, use them generously. Extra pair can make swag valance, cover shade. Clopay paper draperies 98¢ pair



 Buy unfinished furniture, save by painting it yourself. Chest of poplar wood from Macy is sturdy, has good lines, sells for \$29.95



Water-soluble paints make painting over wallpaper cheap, easy, and effective. Trade names are Kem-Tone, Spred, Texolite







Photographs by Roger Sturtevant

the house we have taken to illustrate our point is typical of builders' houses which are rising all over the United States. It has many good ints to recommend it; it also has several bad atures. But it is what you can get, and it is far ove "average" at that.

The photographs you see here are exactly the y the living room looked when we inspected it ore the present owners moved in. Among the advantages of the plan: The front door lets ectly into the living room without the grace an entrance foyer or hall; there is only one broken wall space in the living room which can commodate a full-sized sofa and, unfortunately, cannot be conveniently used since the sofa would in a direct line of traffic-from the front door the bedroom hall. Advantages: Good floors, aster walls, spacious sweep from front of living om to back of dining area, simple fireplace. For comfortable family life in a living room, ur basic ingredients are these: A sofa and mfortable chairs, tables, lamps, carpet, radio. We recently polled leading stores in Hartford, nicago, Los Angeles, Indianapolis, and Atlanta r the price of a medium-grade sofa of good ality which they had in stock at the time. The ghest was \$350. The average, \$238. The average air price came to \$125.00. In other words, a od sofa and two comfortable chairs will bring tle change from a \$500 bill.

We chose a slightly better than average sofar both the traditional room and the modern om, with the idea that they would be a tento teen-year investment. The lounge chair and the ing chair were both better than average in price. The economized in two ways: Overdraperies were ided from the budget of both rooms. These

DINING D.M.

Trangits to your and the street of the Types

17 M. D.T.L.

Och Floor

Ristad street och Wills

Ex casting

2"x & Joints - 16" c.c

244" rattery - 24" c.c

130

LIVING DOOM

3-2/4 x 5/6 Camit.

The challenge: four bare walls, a plan with many good points, a few bad ones. Here's what we did

could come later. Second, we chose inexpensive, fabrics for slip covers, rather than upholstery.

Good grades of carpet retail at around nine dollars per square yard today—and more. In each case, we settled for a room-sized rug to fit the living room; carpet for the dining areas will be planned for future installation.

The modern dining room was a comparatively easy problem; we saved here. The table is an inexpensive one of unfinished wood. Four folding yacht chairs cost exactly eight dollars each; the frames were already finished, the seats and backs slung with bright-green canvas. Two unfinished credenzas make the important storage piece at the end of the modern room. Painted brown, they match the ground of the wallpaper and are almost as effective as a comparable wood piece.

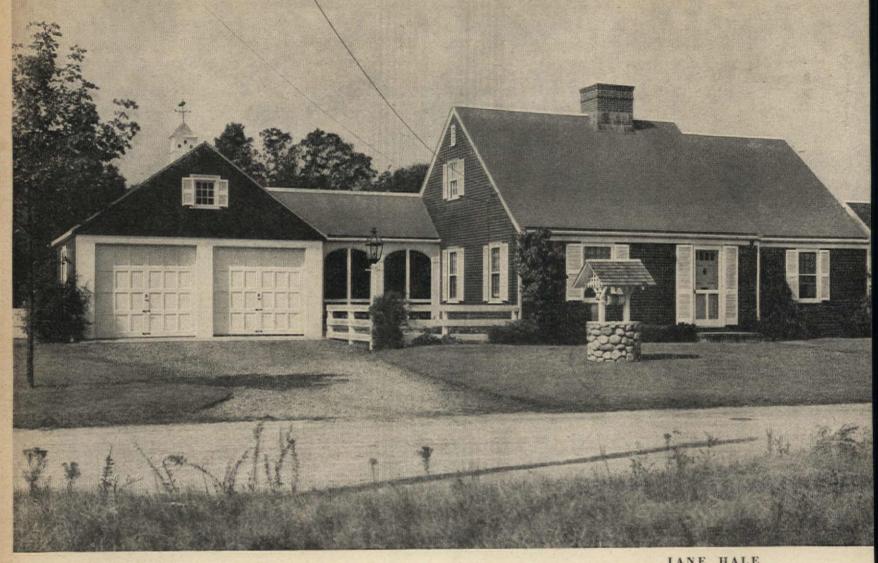
The traditional dining-room pieces are handsome; they, too, represent an expenditure. Part of an open-stock group, they are made by one of the country's largest furniture manufacturers, which is guarantee that additional furniture will be available in similar style and finish.

Ready-made glass curtains of Celanese ninon were installed at the windows in the traditional room—cheap, effective, easy. A swagged valance of the sofa fabric dresses the living-room window; a wallpaper border spangled with roses was cut and pasted around the dining-room window.

The regulation slat porch shades which are used in the modern room save the cost of both Venetian blinds and draperies.

Lamps are few, but well chosen. Each of the floor lamps costs about \$25, the table lamps around \$15. Accessories are equally sparse.

Another investment which pays off in enjoyment: Radio phonograph in each living room. The home of Mr. and Mrs. William C. Dean at Governor Francis Farms in Warwick, Rhode Isla



JANE HALE

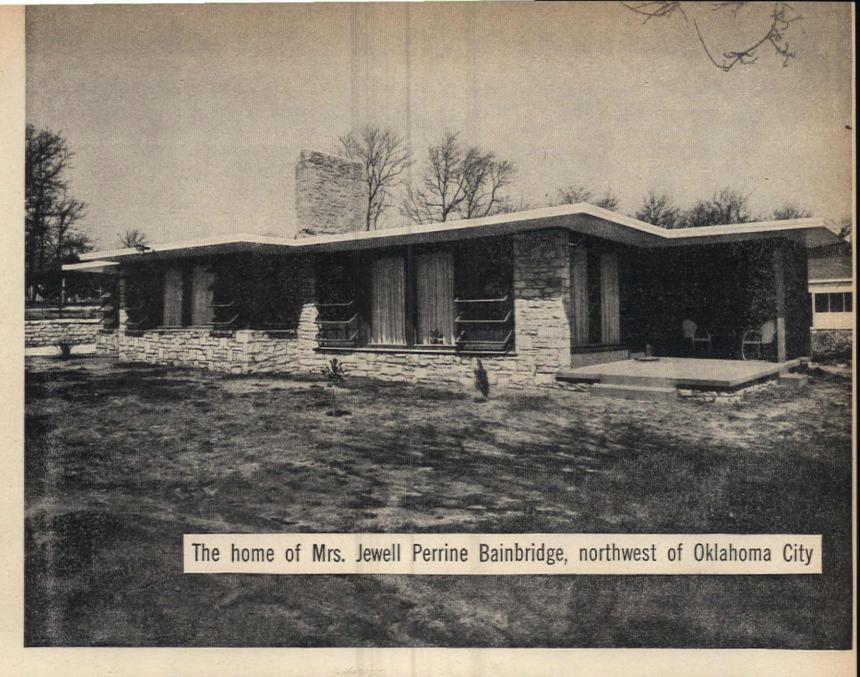
This month's selections include three really small houses, a good remodeling, a "turncoat" Victorian's house

ALL FLOOR PLANS ON PAGES 57-58

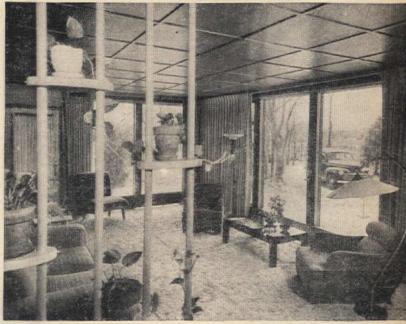


When the William Deans received this attractive red-and-white Cap house as a wedding present from the bride's father, they becam owners of what is, beyond a doubt, the most popular type of house

country. There are two bedrooms and bath on the ground floor with for two extra rooms on the floor above. When the time comes and sleeping quarters are needed for the two Dean offspring, upstairs go, and their first-floor room will be transformed into a playroom. the start, Mrs. Dean insisted on minimum upkeep; delicate fabric flimsy antiques handicap youthful energies. A screened breezeway of dining room connects nouse with garage and acts as a summer dining







Sturdy and low, with its back to the fierce Oklahoma winds, the house of Mrs. Jewell Perrine Bainbridge fits naturally into its wooded acreage. Located northwest of Oklahoma City, the house is an excellent choice for year-round living in that climate. A thirty-eight inch roof overhang shields the main rooms from hot summer sun, a gas-fired Chrysler Airtemp unit warms the air in winter.

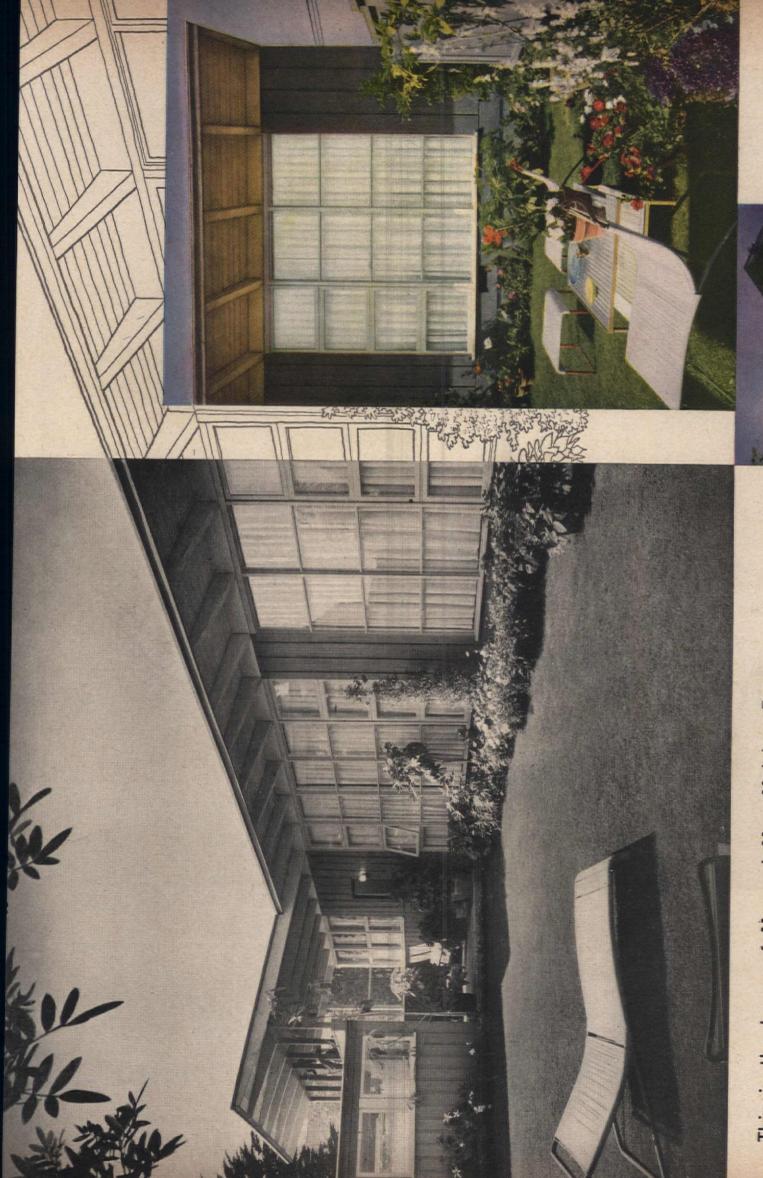
Exterior walls of the house are of gray-green Ada limestone with plywood trim. The roof is tar and gravel with metal flashing. Center windows are plate glass, fixed; the side windows open horizontally. All floors, except the kitchen, are oak; all walls and ceilings are of fir plywood. The living-room ceiling is squared with fir strips.

One wall of the living room, containing the fireplace, is constructed of the same limestone as the exterior. A rose-beige cotton rug and beige draw draperies of Rajah cloth, hung from ceiling to floor, blend with the neutral background colorings. The sofa opposite the windows is blue; two chairs are in red. A simple Oklahoma landscape in blues and tans, with beige mat, hangs above the sofa.

EUGENIA WHITL

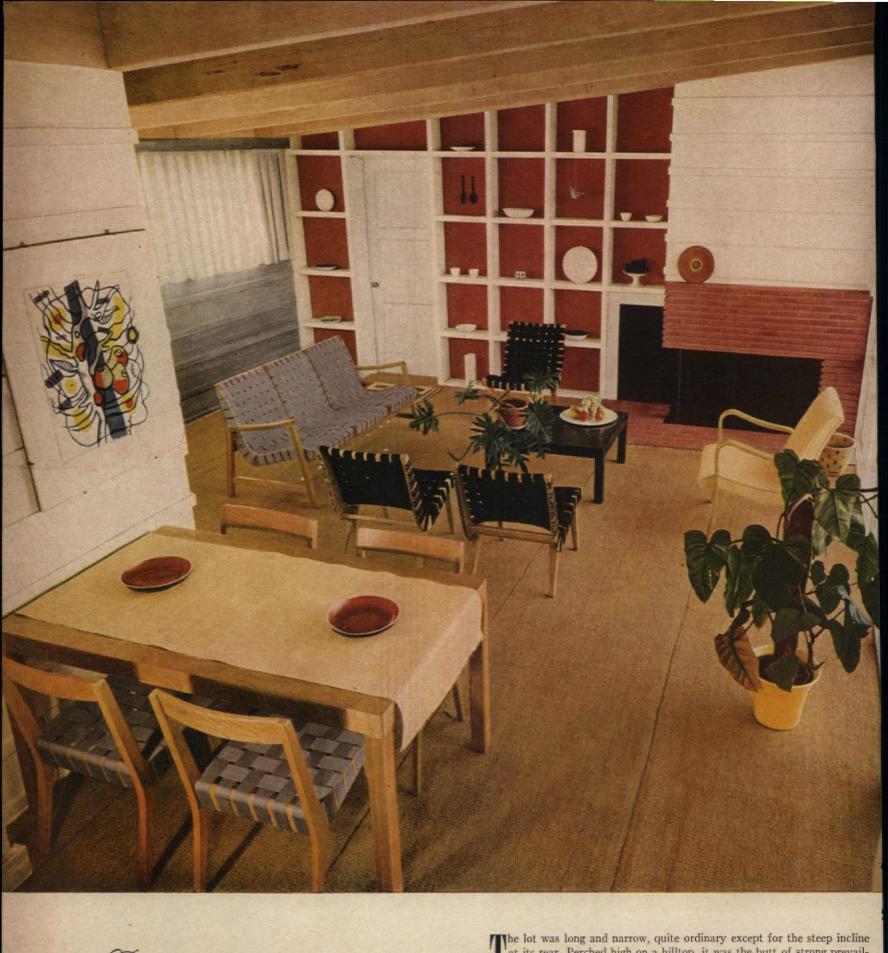
Photographs by Johnny Melton A. J. Bullard, interior designer





This is the home of Mr. and Mrs. Melchor Ferrer in Pacific Palisades, Los Angeles, California

Floor Plans, Page 58
Kenneth Lind, architect
Photographs by
Herbert Matter, Julius Shu



By turning its back to the wind house-by-the-sea enjoys sheltered garden. Safe, too, from sun and glare

ETHEL McCALL HEAD

at its rear. Perched high on a hilltop, it was the butt of strong prevailing sea breezes, a factor which, if uncontrolled, might cause future inhabitants acute discomfort. That's why Kenneth Lind, the architect, decided on placing the house lengthwise, with only the kitchen, bath, and service rooms, with their high, small windows, exposed to the west. He had planned and built the house for an imaginary owner and, for this reason, had treated the problem from an idealistic point of view. By locating the one-room-wide house almost on the property line, space was made for a garden sheltered from the annoying wind and enclosed on two sides by a decorative redwood fence. To gain extra privacy from the street, the garage was placed in front, a short distance from the house, and was connected by a roofed breezeway and the fence. This area has been paved with flagstone and acts as an entryway and terrace. To add unity to the street elevation, the horizontal lines of the terrace fence were repeated in the double garage doors. Redwood battens, running vertically and horizontally, have been used on the exterior walls, given a coat of rubbed white-

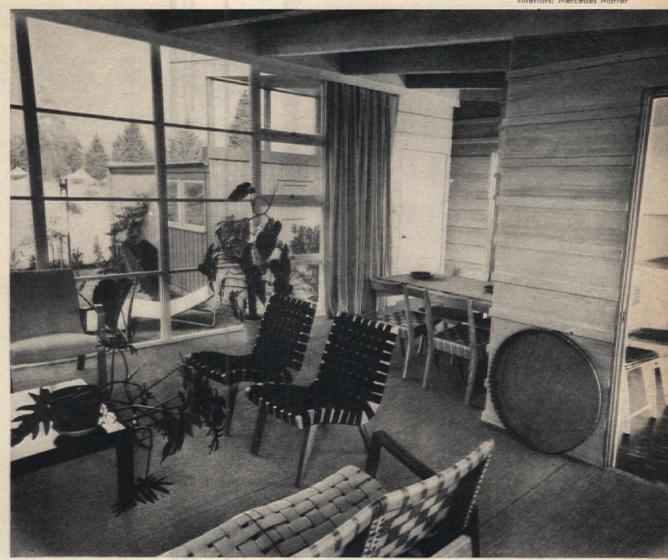


wash which gives the walls a weathered driftwood finish. Only the bright-red entrance door was used as color accent. The east wall of the large living-dining room is composed of large, square-paned glass running from floor to exposed sloping ceiling. Thus, one gets an uninterrupted view of the attractive garden beyond. Mr. Lind, in common with present-day modern architects, is forever experimenting with new methods of construction. This all-wood house was erected by using a modular system of semiprefabrication. Though plaster was used in the bedrooms, plywood constitutes the principal interior finish; this, in many cases, was left natural and given a protective surfacing for easy cleaning. Actually, the house is one-room wide, with room following room in railway fashion. One room, facing the street, is used as a many-purpose area for either guest, study, or maid. A narrow kitchen has its own outside entrance directly from the street. Interior walls of living room are a combination driftwood

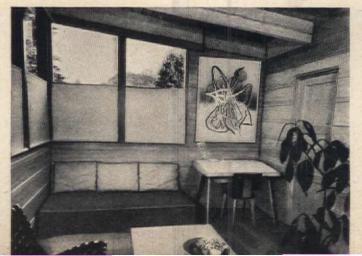
gray, white, and terra cotta. This latter tone, used as background for a checked stud design on the fireplace walls, is ideal for showing off much-prized modern ceramics and pottery. Floors in most rooms are of oak, though in the living room and bedrooms this has been covered with wall-to-wall straw matting.

Though the house was not planned especially for its present owners, Mr. and Mrs. Melchor Ferrer, they find that it is exactly right for their way of living. Because of their two small children they are especially delighted with the enclosed garden so necessary for that all-important feature—outdoor living—part and parcel of every self-respecting California home. Mr. Ferrer, after a strenuous day as director at the David O. Selznick studio, finds the combination covered terrace plus garden a satisfying medium for entertaining. The staggered plywood fence acts as protective barrier against the steeply graded rear part of the lot and adds warm color background for border planting.

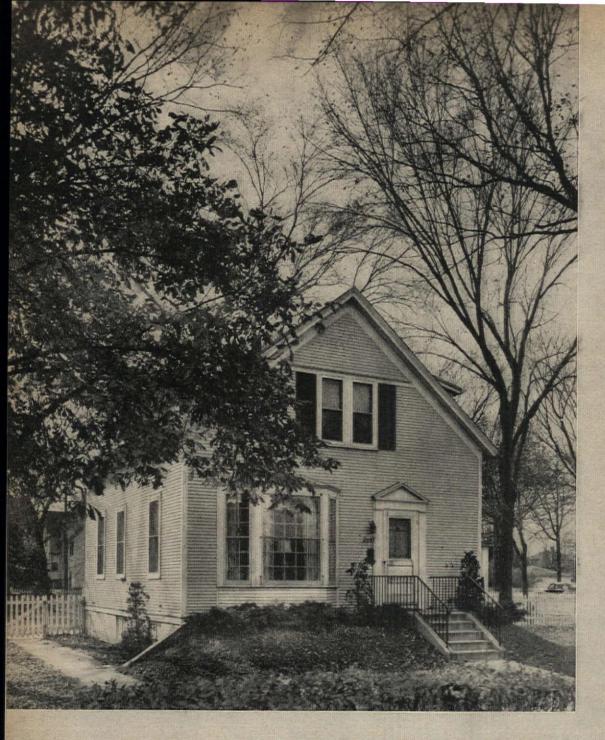
Interiors: Mercedes Matter



- Large window wall overlooks garden, garage, covered terrace. Walls in living-dining room are of driftwoodgray plywood with horizontal battens
- Decoration by Mercedes Matter has monastic dignity and simplicity. Study, with gray walls and yellow-and-white accents, often substitutes as guest room
- Graceful metal mobile hanging from exposed rafters of master bedroom casts everchanging shadows on walls.
 Draperies are white with green edging









Before and After removal of porch



The Fred Aschbachers of Wilmette, Illinois remodel 75 year old cottage

labor 3 years ... spend only \$2000

RUTH W. LEE

Photographs by Nowell Ward

likely as not the Fred Aschbachers would strongly deny being modern pioneers. It most likely never occurred to them when tackling the renovation of their sadly outmoded cottage that they were, in truth, showing the same courage and ingenuity so manifest in our early settlers. The cottage stood in a lovely wooded plot near Wilmette, Illinois. When the Aschbachers bought it five years ago, they realized too well that here was no dream home. The budget was limited; there was a newly arrived youngster in the family. Only one avenue left to them if that house was to be theirs—all remodeling would have

to be accomplished by the family, the budget just wouldn's stretch enough for outside help. It was a challenge, bu their goal being so near, they decided to chance it.

First they removed the old wooden shingles on the roof replacing them with new black asphalt ones. Off came the front porch, an old horror, and a new flight of steps complete with railing, substituted. In place of two small windows, one decorative bay was installed for the living room. Painted white with dark-green shutters, the transformation brings the house right up-to-date. By grading the terrace, the height of the old cottage was lessened. It







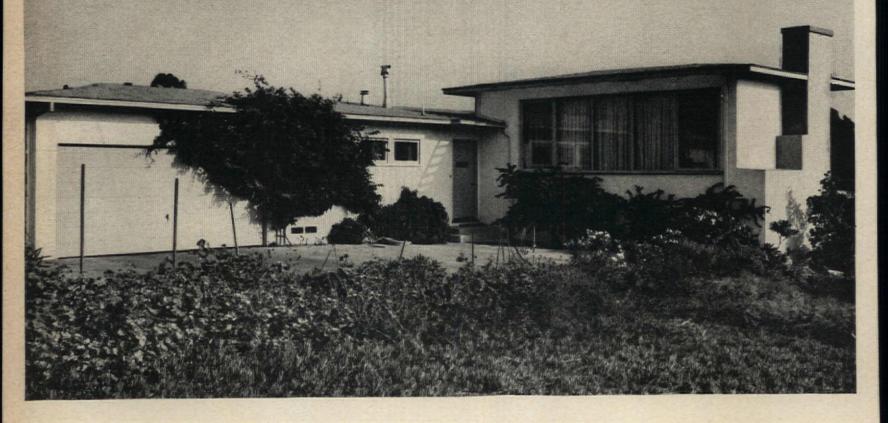
seems now to really fit into its site. All of these changes were made after the family had lived in the house for two years in order to try it out logically. They then knew its good and bad points.

On the inside they wrought miracles in their efforts to redesign old interiors. Starting with the bedrooms, the heavy old moldings were ripped off and replaced with simple white trim. Floors were sanded and stained with an oak tone. The front master bedroom was made delightfully gay with rose-patterned wallpaper plus white ruffled organdy

curtains and dressing-table skirt. Though Mrs. Aschbacher made these and also the quilted chintz bedspread, she was not lacking when it came to doing her part of the carpentry, papering, and painting. That intricate and highly specialized job—electric wiring—was also tackled by the twosome, but such practice is not encouraged by the Better Wiring Bureau. Plumbing, too, was repaired and replaced where necessary, and the ceilings and dormers made thoroughly weathertight with both fill and blanket insulation. In the bathroom, a new

medicine cabinet and wall linoleum were installed. Downstairs, radiators were moved to less conspicuous positions, giving more usable wall space. Bookcases were built into the study, and an old arch removed between living and dining rooms. Walls were painted receda green, and chintz curtains with matching ruffled valances made for the two important rooms. In the kitchen old fixtures were ripped out and replaced with new steel cabinets and a new sink, stove and refrigerator added. Upper walls were made gay with quaint peasant wallpaper.

Mrs. Arthur B. Adair's pretty pink home overlooks the blue Pacific



Shedding her Victorian background when she left the Midwest,

Mrs. Adair builds small contemporary home on West Coast-proving not only

the young appreciate modern conveniences



Evans and Reeves, landscape architects; photographs by Robert C. Cleveland

Arthur Adair appears to be—perched high on a hill with its breath-taking views of sea and mountains. But apart from pure eye appeal, here's a house that proves a most interesting point. It proves beyond a doubt that those who have lived in traditional houses during the greater part of their lives can become real enthusiasts for good modern design. The owner, mother of three grown children, had lived for many years in a Chicago suburb, and her home there was of conventional design, her decoration and furniture decidedly Victorian. Strange that she should have chosen the contemporary style for her new home in California. "Not at all," says Mrs. Adair, "my modern-minded children convinced me that it was the 'right' kind of a house for this day and age." She now finds her colorful home a most restful background for simple, well-designed modern furniture. Since taking possession, there's not been one pang of nostalgia for the old days.

Mrs. Adair is constantly amused at the remarks of her children's friends when they first visit the house. "Of course," one said, "your mother is really a Victorian, but it's wonderful to see how she fits into the modern picture." She takes this backhanded compliment with a smile, for well she knows that only the very young forget that youth has little to do with gay hair. The house was planned to take full advantage of its view of the sea through a V-shaped canyon. All important rooms open onto garden and this sea view. No attempt was made to dress-up the efficient working of the street side. On the sea side, one forgets the simple white plaster facing the street, for here the color changes to soft pink with white trim. The living room is a separate unit; its glass walls, from floor to ceiling, overlook the garden terrace. Two bedrooms with corner windows also open to the lawn, while the master bedroom has an outside door that gives quick passage to a pleasant grouping of garden furniture under a sycamore tree. In all, there are three different terraces on the sea side plus a charming paved court for







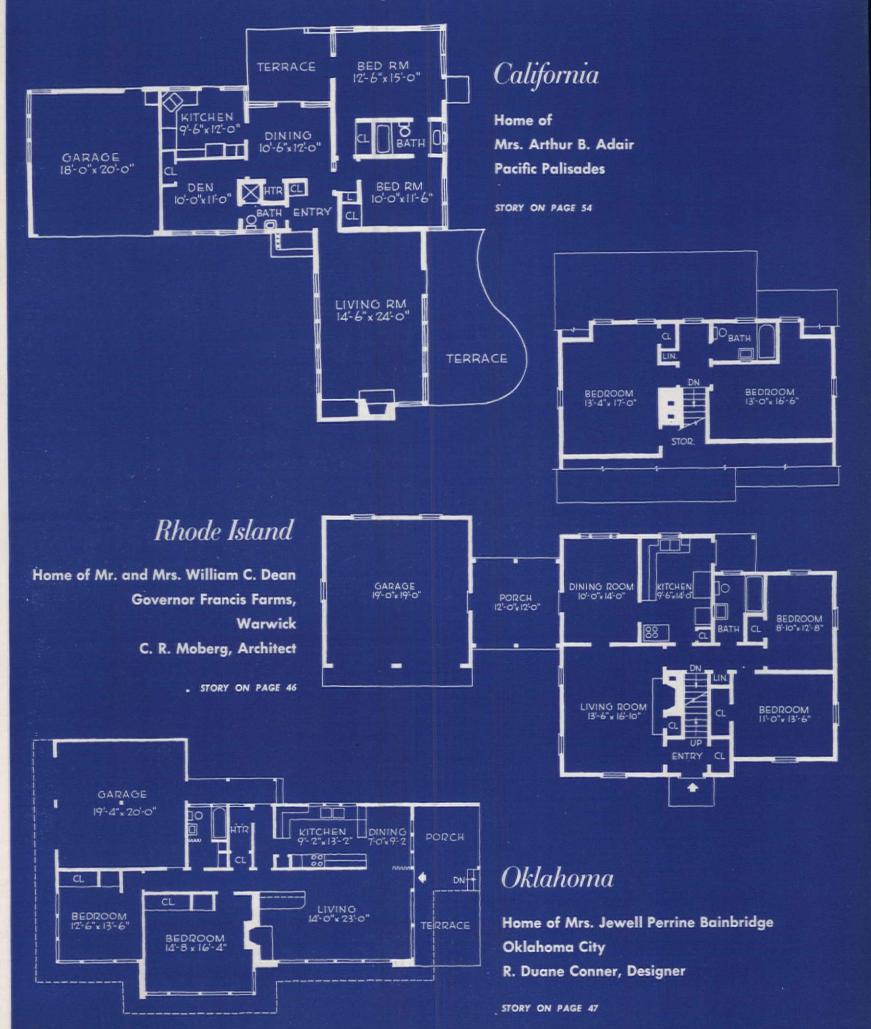
 Black living-room fireplace is set off by warm yellow grasscloth wall, adjoining gray-green chest and white ceiling. Couch and draperies, on circular track, are of rose-and-green stripes.
 The chairs are of green and mulberry for color unity and comfort



Bob Cleveland

alfresco meals adjacent to the dining room. A small entrance hall gives privacy and creates excellent circulation to all other parts of the house without having to cross other rooms. From this hall, there's direct passage to a bath and small den, sometimes used as guest room, and access to the living room and to the small bedroom hall and bath. A glance at the plan will show that little space was wasted on halls. The dining room is small but gives a sense of spaciousness due to its glass wall at one end. The kitchen is small, but it is compact and efficient, even having a breakfast nook under the corner window. Though the long, narrow living room has more than its share of glass, windows on the street side have been placed high, thus providing plenty of wall space for furniture arrangement. The fireplace is on the north wall with but a single window adjacent. Thus by concentrating large glass areas on the south, the room is rescued from the intense glare of the afternoon west sunshine, without shielding the room with draperies.

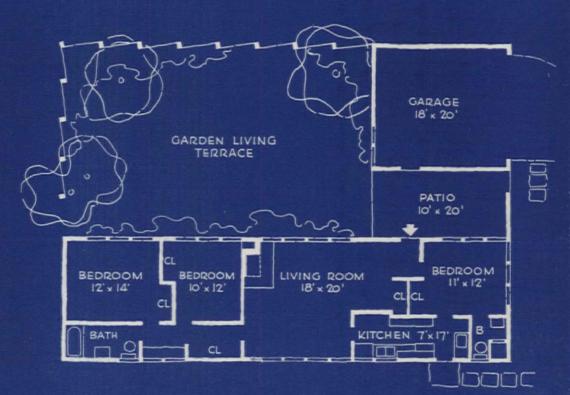
Blueprints for Modern Living



California

Home of Mr. and Mrs. Melchor Ferrer Pacific Palisades Kenneth Lind, Architect

STORY ON PAGE 48

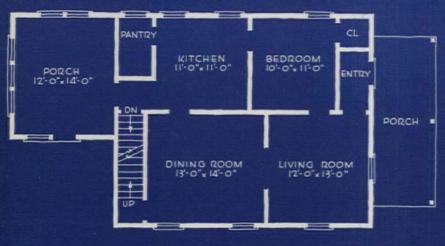


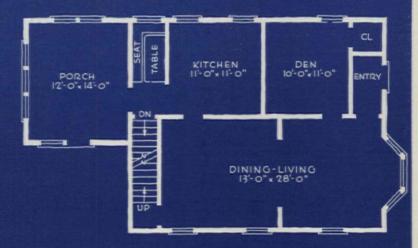
Illinois

Remodelled home of Mr. and Mrs. Fred Aschbacher Wilmette

STORY ON PAGE 52







old plan



The home you care for best . . . deserves the best of care. And when it comes to paint, that means the new "Dutch Boy" BLENDED Paint.

For no finer exterior paint has ever been mixed by the "Dutch Boy's" careful hand. In colors or white . . . it's blended just right . . . to stay sparkling bright!

To Do Different Jobs Extra Well

Why blended paint? Because different types of service require different kinds of paint. For maximum beauty and protection, white house paint cannot be made like trim colors . . . nor tints like porch and deck paint.

That's why "Dutch Boy" blending brings you a completely new line of outside paints — each individually blended by paint chemists to do its own special job especially well.

1. Brilliant Bright White blended to stay white. 2. Crisp, true Tints blended to stay fresh. 3. Gay, glossy Trim Colors blended to stay bright. 4. Tough Porch and Deck Paint blended to stand wear.

 New, improved Primer blended to cover well and hug tight.
 These new "Dutch Boy" blends are the result of 31 years of continuous outdoor paint tests . . . the longest research project of its kind. Thus, in colors as in white, "Dutch Boy" is Good

Paint's Other Name.
See your "Dutch Boy" Dealer today . . . look for his name in your classified telephone directory.

1. Blended Bright WHITE Stays White!

"Dutch Boy" Bright White is self-cleaning.
The surface continually renews itself ... permits rain to wash away dirt. Sets a new standard for hiding. Gives a dazzling white finish.

2. Blended TINTS Stay Fresh!
"Durch Boy" Tints go on crisp and fresh... and they go on staying crisp and fresh. Specially blended to assure lasting, uniform color so they'll keep their sparkling good looks.

3. Blended
TRIM COLORS Stay Bright!
"Dutch Boy" Sash and Trim Colors add the finishing touch to your home's protection. They're blended to hold their gloss . . . to stay bright and gay. Ideal for garden furniture, too

4. Blended PORCH AND DECK PAINT Stands Wear!
"Dutch Boy" Porch and Deck Paint is blended to stand up under the kicking around this type of paint gets from foot traffic and bad weather.

5. Blended PRIMER Covers Well and Hugs Tight!

An undercoat of great sealing and hiding power, that holds fast. When used under a top-coat of "Dutch Boy" Bright White or Tints you get a superior two-coat paint job, even on un-

FREE Color-Scheme Booklet!

Over 40 full-color illustrations show you how to style your home for lasting beauty with the new "Dutch Boy" Blended Paint. For your free copy, address Dept. 30, care of the nearest office listed

.. Mail Coupon Today .

NATIONAL LEAD COMPANY,

Dept. 30 (Address nearest office) New York 6; Buffalo 3; Chicago 8; Cincinnati 3; Cleveland 13; Pittsburgh 12; St. Louis 1; San Francisco 10; Boston 6 (National Lead Co. of Mass.); Philadelphia 7 (John T. Lewis & Bros. Co.).

Please send me a free copy of your new colorillustrated booklet: "Blended" Beauty For Your Home.

Name	
Address	

WADE BY THE MAKERS OF THE FAMOUS "DUTCH BOY" WHITE LEAD



Anyone can paper a room without paste, tools or muss with beautiful TRIMZ READY-PASTED WALLPAPER

Yes, you can decorate right now—win compliments on your decorating genius—vet save up to 50% on dec-

genius—yet save up to 50% on decorating costs! Amazing Trimz is the secret...the ready-pasted wallpaper millions of families have put up without help or previous experience.

It's quick, clean, easy! So quick you can do a large 10' x 14' room in an afternoon or evening with just 3 packages of Trimz (equal to 10 rolls of regular paper). So easy you need no previous experience whatever. Simply cut strips to right length, reroll under water and up it goes, dry in 20 minutes. So clean you needn't

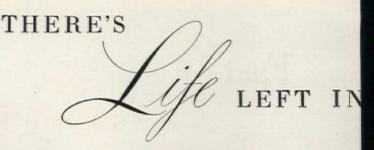
cover furniture, need not mess with paste, brushes or special tools.

Your money backif you aren't happy with results. But you're bound to get professional results as over 2½ million users have. Because Trimz is guaranteed to stick, guaranteed washable and fadeproof, too. More—there's a galaxy of stunning NEW patterns now at your dealer's, in colors for every room, every decorating scheme. Choose your favorites . . . give your home a sparkling new personality in a few spare—time hours . . . save up to 50% on decorating costs, with Trimz!



TRIMZ CO., INC. DIVISION OF UNITED WALLPAPER CHICAGO 54, ILL.

ALSO MAKERS OF READY-PASTED BORDERS, READY-PASTED KUT-OUTS, READY TO HANG PAPER DRAPERIES



THOSE OLD PIECES



Mrs. Hartley G. Dewey reclaimed old pier glass, painted it white, uses it for full-length dressing mirror. Make-up mirror was part of old bureau. Curtains are made of antique fringe; wicker chair painted white



Robert C. Cleveland

Controller cut skirt hides nondescript dressing table. Old chair comes to be life with a new tufted seat. Dashing wallpaper and mirror are top-off touch. Lamp is overlay glass. Home of the Al Jolsons in Palm Springs

Facts for every family about to buy a new rug!



to the ladies:



You have the eye-for-beauty! You can just picture the magic difference a rich, soft, new rug would make in bringing your home up-to-date, adding to its

Where will you be most likely to find exactly the rug of your

dreams? Where there's a wide, wide choice, of courseat your Bigelow dealer's!

Choose from Bigelow's beautiful ready-cut rugs-or luscious wall-to-wall carpeting. So many smart new shades! So many superb decorator patterns-18th century florals, modern motifs, hooked-rug effects, sculptured beauties. Find them all at your Bigelow dealer's!

You have the practical slant, too! What's the use of a good-looking rug unless it stays good-looking year

That's where a Bigelow Rug really shines! The experience of millions of women proves that you can expect many, many years of service and loveliness from your Bigelow Rug!

Many other practical plus-ses! Fast dyes for lasting good looks. Bigelow Rugs can be dry-cleaned or wetshampooed. And a flock of such Bigelow "exclusives" as Permaset, a "permanent wave" that keeps curl textures curled.



Wide, wide choice at a medium price! Just one example: Bigelow's beautiful Serenade 6910-12, its luxurious textured surface Permaset so curl stays curled. Around \$13.50* a sq. yd.



So many gently priced Bigelow Rug values! Like this: Bigelow's decorative Beauvais 1729, a lovely long-wearing Axminster carpet. Wide choice of patterns. Around \$8.95* a sq. yd.

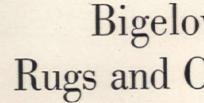
LIVELY & WOOL

SPRINGS BACK UNDERFOOT



Such beauties-and such buys! Here's another: Bigelow's Glentwist 94333, a handsome velvet carpet with a sculptured effect. Around \$9.95* a sq. yd.

*Slightly higher west of Rockies.



Bigelow Rugs and Carpets

Beauty you can see . . . quality you can trust . . . since 1825

to the men:



You pay the bills! So it's soothing to know that your wife can find Bigelow Rugs from as little as \$7 a square yd. up to

And no matter how little or how much can be set aside for your rug, your wife can find the

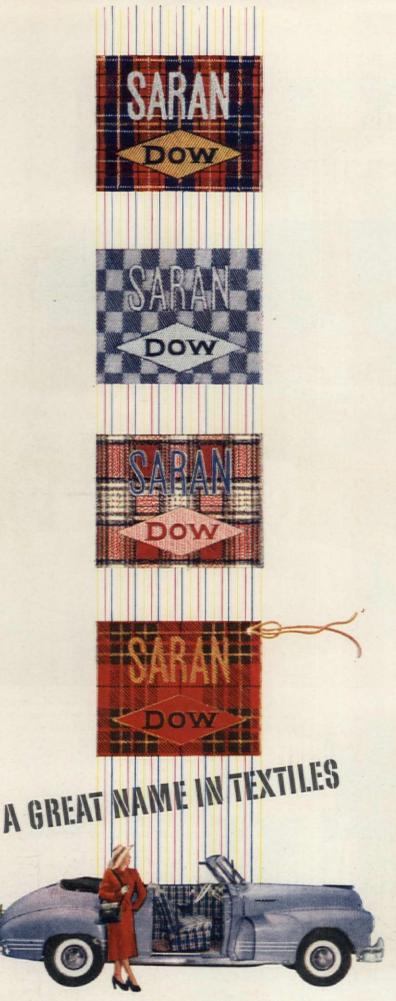
rug that lives up to her dreams for what you want to pay -Bigelow makes a wide range of styles in every price

You have the technical mind. You'd get a kick out of watching the wheels go round in the Bigelow factories.

You'd see the bales of imported virgin wools arriving . all with special qualities of wear, body and luster that blend to give your rug extra richness, extra life.

You'd learn how Bigelow keeps this wool "lively" by quality controls from bale to finished rug. "Lively" wool springs back underfoot-keeps your rug lovelier all its long life. You'd notice that Bigelow never skimps, but assures you a finer rug with extra care, extra tests, extra inspections!

Invest those rug dollars-at your Bigelow dealer's!



Beauty and utility by the yard. Dirt and stains whisk off its lustrous surface with a damp cloth. Saran—something basically different in shimmering woven textiles—brings you a combination of colorful. beauty and pliant strength never available before. You'll marvel at the way Saran fabrics stay new through years of hard use. Their fibers can't absorb grime or moisture. Their smooth surfaces can't scuff or grow threadbare. Colors are brilliant—they're built-in. That's why you're seeing Saran—fabricated by leading textile mills—in automobile seat covers, in furniture upholstery, in luggage, in public seating. That's why the Saran label stands for beauty that can "take it"!



George de Genne

Old lectern in home of Mrs. Hartley G. Dewey holds guest book Refinished table is tiger maple. Draw curtains across wall glass are modern, beige, textured fabric combined with valance may from old patchwork quilt. Other quilts were made into chair pactured to cover sectional sofa. Lamp is not electrified; burns of the pacture of the p



Panel was cut for dial and speaker opening, finished to match repiece. Replaced drawer front drops forward on hinges for access to

YOU SPEND LESS WHEN YOU DECORATE WITH GLASS

Decoratively speaking, no material can do more for a room, for less money, than glass. There's glamour in glass. There's magic in mirrors. And every cent you spend for them shows! That's why you spend less when you decorate with glass . . . because a little extra glass means a lot of extra charm.



BIGGEST BEAUTY SPOT in the house can often be created out of practically nothing at all by a simple, unframed wall mirror. For example, such a mirror makes a pleasing vanity setting.



Look for this labelthe mark of quality Plate Glass





SO MUCH FOR SO LITTLE. Want a bigger dining room? More warmth, color and life in it? Panel one wall with Pittsburgh Mirrors and put a Plate Glass top on the buffet. Inexpensive miracle!

WHERE CAN I BUY? Your department store or other local glass supplier can help you work out your ideas for glass and mirrors in your home. And when you buy, look for the Pittsburgh Label. It means quality Plate Glass.

FREE BOOKLET! Packed with practical suggestions for using glass and mirrors inexpensively. Illustrated in color. Ideas for old homes and new. Send the coupon.

SUNNY	STAI	RWAY	. Just	a	few	PC	Glass
Blocks i							
dollars,	you	have	light,	be	auty,	pr	ivacy,
easier he	eating	, perha	aps ever	n re	lief fr	om :	an un-
wanted	view.	There	are th	ree	sizes	in n	umer-
ome emo	et not	ttorne	to ohou	200	from		

2017-8 Grant	Building,		19, Pa.
Please send	me, with	out obligatio	n, your

trated booklet entitled "Making your Home More Attractive with Pittsburgh Glass."

Name	
Address	
City	State

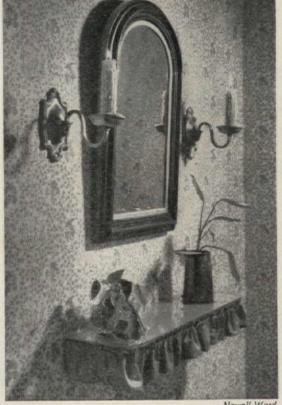
PAINTS . GLASS . CHEMICALS . BRUSHES . PLASTICS



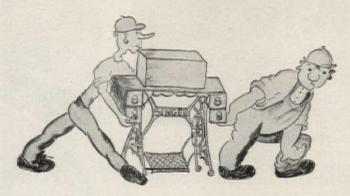
Capture and hold inspiring decorating ideas with the beauty and subtle tones of Imperial Washable Wallpapers. Each is "Color-Locked"-guaranteed for three years to withstand room exposure without fading, and to clean satisfactorily in accordance with instructions in every roll. Fair prices,

established by Imperial, are plainly shown in sample books. Look for the silver label that says the finest in wallpaper.

For room schemes . . . rules for color . . . and inspiring ways to use wallpaper...send 25¢ for Jean McLain's "Color Harmonizer," Imperial Paper and Color Corporation, Department A-48, Glens Falls, N.Y.



Another mirror of Victorian vintage centers group in hallway of Fred Aschbacher's house. Brass wall sconces give width to arrangement; carpenter-built shelf trimmed with ruffle to hide support. Wallpaper is print of red strawberries on green leaves



Miss Isabel Gibson of Saint Paul reclaimed old Singer sewing machine from moving men, decided to try her hand at trans-



forming it into plant table for ivy. She now is envy of ladies' sewing circle. Wheels and treadle removed to simplify base. Sturdy pan, 4 inches deep, was made by tinsmith, fitted into hole in top which formerly contained the head. Pan suspended by lip on rim, is removable for draining, refilling. Dropped end raises up to hold books. Table given three coats white enamel



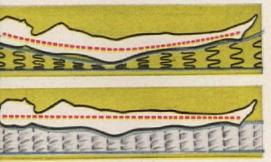
Sleep snug and warm under the new light-as-a-feather Simmons Electronic Blanket (shown above), only \$44.50 plus excise tax.

HAT WONDERFUL, WONDERFUL MOMENT!

It's bedtime. You've had a busy day. You slip ween the sheets on your new Beautyrest and tch . . . oh, such a luscious, toe-wriggling stretch! varm feeling of repose comes over you. Tension es you. The strain of the day vanishes. Your

nerves, your muscles, every blessed part of you feel at peace at last! What a moment! What a moment!

And to think that all this comfort is yours night after night-not for just a few years-but for at least TEN years! That's Beautyrest's guarantee!



Compare! Above, see how an ordinary innering mattress can sag beneath you, make hollows t rob you of your rest. But, below, see how autyrest's 837 coil springs "give" only in the right ces. Offer you firmer, more natural support!





3. Inside story! Left, see how wired-together springs in ordinary mattresses sag down together under pressure, in water glass test. But, right, see how your Beautyrest's individually pocketed springs act without sagging together!



Tested! Tested! In rigid "torture" tests constantly being made in United States Testing Co., Inc., laboratories, Beautyrest is lasting far longer than any other mattresses being tested. Proof of its better workmanship, better value!

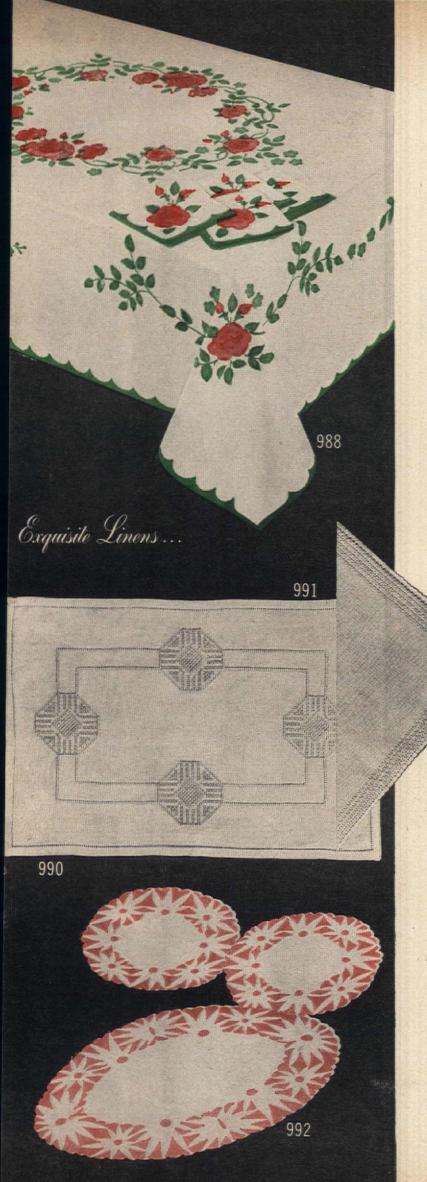
Prewar quality! Your Beautyrest is so well built it actually needs turning only 4 or 5 times a year! Has prebuilt borders, no-sag edges, eight side ventilators to help keep interior fresh!

Amazing new Simmons Electronic Blanket takes place of two or three ordinary blankets, even in coldest weather! Keeps you blissfully cozy all night long-through the miracle of electronics! So light. So gently warm. So safe it's even washable! Fits single or double beds. Choice of five lovely pastel shades. At better furniture and department stores, \$44.50, plus tax. Get yours today!

Only SIMMONS makes BEAUTYREST

Other Quality Simmons Products: The Electronic Blanket, Famous Deepsleep Mattress, Ace Spring, Babybeauty Crib Mattress, Hide-A-Bed Sofa







For keeps...

ach generation of wedding-gift givers finds its rut. The Aunt Bedelias with their gilt-and-forget-me-not vases are gone. But a new group who thinks mainly in terms of candlesticks and candy dishes has arrived to take over. Being against this, and knowing that you are, too, we've chosen for these pages a fabulous display of beautiful wedding gifts that you can make from American Home Patterns. "Handmade" has a special lure, always, and when the bride and groom receive a gift "handmade by you", it will add untold worth and pleasure, and be so fine that your gift may very well become an heirloom. As a matter of fact, the antiqued Pennsylvania Dutch wastebasket is all prepared to become one. Included in the design is "Anno 19—"—for the year in which it is made!

The perfect gift is decorative, unusual, and functional; these shown here qualify all around. The Bishop's chest is perfect for blankets, will be just as cordial to her linens. The cedar chest with a Chinese design gets out of the "for storage" class to become a handsome, useful piece of furniture. The glass bowl that holds the house plants was, once, an inexpensive glass dish. It was painted on the outside, and then the Chinese motif was applied; now it is a desirable accessory for any room. Both enchanting designs were inspired by an old Chinese wall hanging.

Trays are universally popular, with givers and receivers alike. These have an original Norwegian design of flowers and scrolls and, actually, are one-in-a-million gifts. The large fruit bowl and the flat plate have Norwegian-inspired designs, too. It's being especially thoughtful to offer an adaptable gift—one that doesn't have to be displayed in just one place in the new home. Hence—the plate, which would be equally decorative hanging against a wall or as the center of attraction on a buffet.

Handmade linens are an almost indispensable luxury for the bride-to-be. They have the charm of originality and please the recipient by being "only



The new Ultramatic Caloric saves time every mealtime. Its automatic oven timer cooks whole dinners while you're out of the kitchen.

Observador Oven and Veri-Clean Broiler are seamless porcelain enamel with Hold-Heat door seals for better cooking, cooler kitchen.



Fast Flavor-Saver Dual Burners protect food values, save up to 39% gas. Measured heat stops potwatching. And they're guaranteed for life.

Clean up after meals in ½ the time with America's easiest range to keep clean.

See many more exclusive Caloric features at your dealer—listed under CALORIC in Classified Telephone Directory. Caloric Stove Corporation, Widener Building, Philadelphia 7, Pa.

NE Wiltramatic

Specially engineered models for LP-Gas users out beyond city gas mains.

Calloris (p)

THE Automatic GAS RANGE

hers". Whether you prefer to take paintbrush or needle in hand, these AMERICAN HOME patterns will help you create fine, individualized linens. Graceful, hand-painted floral designs add color and beauty to basic necessities—tablecloth, bed linen, doilies and place mats. Delicate variations on the hemstitching theme make the design on another attractive table mat and napkin. They are especially fine pieces of handwork that any woman would be happy and proud to have and use. They combine beauty and simplicity perfectly.

Bedspreads are another essential in the trousseau for the new home. A handmade spread is really a labor of love but, as you can see here, results are certainly worth it. T are crocheted. The first bedspread show to fine advantage in eithe traditional or a modern home. second spread has an unusual bo design that adds a special touch elegance to any room.

Too often, when selecting a v ding gift, one is torn by having choose between what one wants what one can afford. That problen nonexistent here. Many of these g couldn't be bought; they are origi and will have one priceless ingredithey will be handmade for just special person. They are of a bea and worth that is "for keeps".

Pattern Descriptions and Order Form, pages 70, 72, 73

Photograph, courtesy Macy's New York



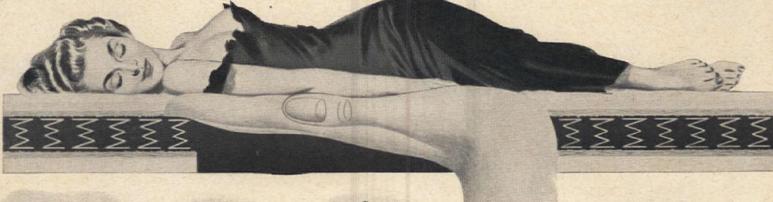
Crocheted spreads will add lasting beauty and charm to any bedroom. The modern woman may choose the simple, tufted spread, but the bride who loves the traditional will want the "Water Lily" pattern

Only this Sm-o-o-th Serta Mattress Guarantees

YOUR PERFECT SLEEPING COMFORT

YOU SLEEP ON IT... NOT IN IT





FLAT ... NOT ROUND



New, Patented "Ribbon Steel" Coils

The center panel reinforced with these exclusive, patented tougher more buoyant springs. Eliminates stresses and strains. Gives you a new kind of Sleeping Comfort.



Exclusive Serta Tuftless Construction

Smooth! You relax completely. Nary a button, bump or hollow to disturb your deep restful sleep. Non-shift anchored upholstery. Non-sag reinforced edges.



More Comfortable **Healthful Support**

Regardless of your size weight, Serta's patented resili-ent support eliminates tiring stresses and strains. Enables you to relax completely in any sleeping position.



Remarkable New **Box Spring**

gives perfect matching comfort! Fully upholstered—noise-less, dustless. Oversized springs give deep, extra luxurious sup-port. Raised Serta edges make for neater fit, greater comfort.





UNCONDITIONALLY GUARANTEED!

Every "PERFECT SLEEPER" Mattress and Box Spring IS UNCONDITIONALLY GUARANTEED against any defects caused by faulty materials, workmanship or construction.



Free Book on Mattress Buying STILL

Tells the true facts about inside mattress construction—and how to get the most for your mattress dollar. No obligation. Write today for Booklet 51.

AMERICA'S GREATEST QUALITY BEDDING VALUE!

Canadian Prices Slightly Higher. All Prices
Subject to Change Without Notice.

4*PERFECT SLEEPER" Deluxe, \$59.50

SERTA ASSOCIATES, INC. 666 LAKE SHORE DRIVE, CHICAGO 11, ILLINOIS Tiny "PERFECT SLEEPER".....\$16.50

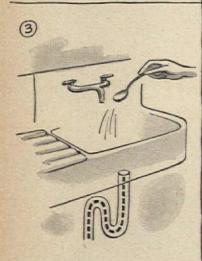
Here's what the wise ones say:





Correction is good ...

when administered in time





Drāno every week...

corrects slow drains!

THAT'S ALL IT TAKES! You can avoid the annoyance of slow-running drains with just one tablespoonful of Drano poured down your drains once a week!

For Drano boils out clogging waste. Filthy sewer germs, too! So when you sterilize your drains—use Drano to boil out the dirty mess that *breeds* germs* and slows up your drains!

Remember, too, Drano opens a stopped-up drain—fast! Without fuss or muss, fumes or odor. Get Drano today.

TUNE IN: DOROTHY KILGALLEN, Thursday mornings. See your local paper for time and station.

*Survey Molnar Laboratories

Never over 25¢ at grocery, drug, and hardware stores.



OPENS CLOGGED DRAINS— KEEPS THEM FREE-RUNNING



Harmless to septic tanks: makes them work better—cuts down odors.

Copr. 1948, by The Drackett Co.

Following are descriptions of the gifts illustrated on pages 66, 67 and 68.

AMERICAN HOME PATTERN 980, 55¢ Bishop Blanket Chest with antique finish. Colorful designs of the Bishop and his wife, painted on a sturdy chest, make it a good-looking and use-

ful piece of furniture. Chest measures 31" x 17" x 19" deep. Designs can be adapted to larger or smaller chest. Pattern includes detailed instructions for preparing the chest, applying and painting the design, and antiquing. Designed by Sylvia McCown.

AMERICAN HOME PATTERN 981, .35¢

Chinese figures and dragon adorn this chest that will blend into a modern or antique decor. Vivid colors on Chinese-red background. Dragon measures 24" x 17". The two garden scenes fit side by side across an area 36" x 18". By following preparation, painting directions and color key, you can create a beautiful piece of furniture. Designed by Meredith Bowman.

AMERICAN HOME PATTERN 982, .25¢

Chinese figure of little boy, for lamp, and interesting motif for painted bowl. Lamp can be inexpensively assembled from an old-fashioned coffeepot, a small milk can, or even a large fruit-juice can. Little boy measures 7" x 3". The pretty Chinese bowl is a painted glass or porcelain dish with floral and dragon design done in green outline on rich dark-green background. The design measures 12" long x 3½" high, and is adaptable to any sized bowl. Full instructions and tracing patterns. Both designs by Meredith Bowman.

AMERICAN HOME PATTERN 983, .25¢

Pennsylvania Dutch wastepaper basket with the charm of a real antique. Quaint horse and rider, a design you may wish to repeat on trays, desk, or chest of drawers. Design is 11" high by 13" across, and can be adapted to a larger wastebasket. Strong primary colors mellowed by antique finish. Complete instructions and tracings. Designs by Sylvia McCown.

AMERICAN HOME PATTERN 984, .25¢

Authentic Norwegian Plume designs—large central motif and smaller border designs. Painted in varying shades of green, yellow, blue and red on natural-wood tray. This is a design for which you may find many uses. Apply it to tea canisters or use it as the motif for decorating your kitchen. Design area approximately 13½" x 18½". Tracings and list of materials included. Designs by Viola Hilding Alarik.

AMERICAN HOME PATTERN 985, .25¢

Graceful Norwegian leaves and flowers worked into a border design and large central motif for tray. Pinks and light and dark blue are blended together with ochre and white on a black background. It's almost too pretty to use, but tray is made waterand alcohol-proof with varnish and wax. Design area measures approximately 13½" x 18½". Pattern includes instructions and color chart. Designs by Viola Hilding Alarik.



COLONIAL Heirloom REPRODUCTIONS ageless artistry in Makogany





Only one of a number of exquisite pottery sets to gladden the hearts of all who appreciate festive colors and hand craftsmanship. The ash trays serve as coasters or for personal accessories. On sale at leading department, gift and jewelry stores.

STANGL POTTERY

P. O. Box 608 Trenton 4, New Jersey



Meet "Invizie"

He's the little guy that's

ALWAYS AT YOUR SERVICE ... NEVER IN YOUR SIGHT

Are you planning on building a new home or remodeling your present one? If you are, you'll probably thank us for calling your attention to "Invizie."

Symbolic of the ingenious, concealed mechanical device that takes all sticking, rattling and banging out of window operation, "Invizie" is the pet name we have given the spirit which seems to animate the modern "Grand Rapids Invizible" Sash Balance.

THE "GRAND RAPIDS INVIZIBLE" WILL DO FOR YOU!



1 You can always have fresh air, as much or as little as you want, with "Invizible" on the job. Every window can be raised or lowered at will, according to seasonal or individual room requirements.



2 Both upper and lower windows can always be opened or closed to any desired position at the touch of your finger — the enclosed, concealed mechanism moves with the sash and does the work, smoothly and quietly.



3 The "Grand Rapids Invizible" helps you keep windows clean and neat. There are no cables, no tapes, no exposed tubes - nothing to catch dirt or paint.

WHY THE "GRAND RAPIDS INVIZIBLE" IS PREFERRED NATION-WIDE



Completely concealed in the sash itself, the "Grand Rapids Invizible" permits greater air and light areas. Ideal for modern narrow trim for full-view, multiple or corner win-dows. The most practical balance for all double-hung windows.



2 Can be easily installed in old or remodeled windows whether or not they are equipped with operative hardware (see illustrated editorial March American Home). Sash must be at least 13/8" standard thickness, with sound wood for groove. No special frame preparation required.



3 The "Grand Rapids Invizible" is preferred because it gives trouble-free performance. Proved in thousands of American homes since 1939, the superior "Grand Rapids Invizible" Sash Balance is recommended by architects, builders and dealers everywhere.

(Illustrated at left): Cross section of ordinary window sash with grooved slot and partially installed balance shows how the "Grand Rapids Invizible" Sash Balance is completely concealed in the sash itself. Can be used with practically every type of weather stripping. Has corrosion-proof finish, simplified tension adjustment, tenon strengthening drive fasteners and is 100% interchangeable for upper and lower sash. Simple instructions on package. Sold in every State. Consult your Architect, Builder or Dealer.

"ALWAYS AT YOUR SERVICE . . NEVER IN YOUR SIGHT

See step-by-step, illustrated editorial in March American Home to learn how easily these balances can be installed in your windows.

HOME OWNERS, Present or Prospective: Write for non-technical illustrated literature Form ISB-C7S.

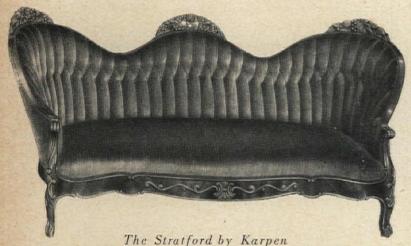
ARCHITECTS, BUILDERS, DEALERS (please specify which): Write for complete catalog Form 47-SB-1.

GRAND RAPIDS 2, MICHIGAN

Quality Leaders in Sash Hardware for 50 Years

Tradition of victorian living





AVAILABLE AS SHOWN
OR IN OTHER APPROPRIATE FABRICS.
PRICED FROM \$500

You'll cherish this magnificent sofa for many, many years... Its careful attention to every graceful line and detail in the truest Victorian tradition is so characteristic of Karpen craftsmanship in fine furniture. Hand rubbed Honduras mahogany has a soft, rich glow that is the perfect accompaniment to the handsome antique velvet that provides the final authentic touch to this regal piece.

Write for the name of your nearest Karpen dealer



S. KARPEN & BROS.

CHICAGO • NEW YORK • LEXINGTON LOS ANGELES • DYERSBURG • SAN FRANCISCO

MANUFACTURERS OF KARPEN GUARANTEED FURNITURE,
MATTRESSES AND TRANSPORTATION SEATING

AMERICAN HOME PATTERN 986, .25¢

Painted wooden plate with delicate Norwegian border and central pattern. Light-blue background for border and rose-pink center with designs in soft, contrasting colors. Plate is ro" in diameter and serves as a decorative plaque or an hors d'ouvre tray. Complete instructions and tracing patterns. Designs by Viola Hilding Alarik.

AMERICAN HOME PATTERN 987, .25¢

Natural-wood fruit bowl with Norwegian scroll border on dark-green background. Fruit will add to color scheme and will not hide design. Border is 13/4" wide. Prussian blue, red, yellow and white form a striking color combination. Pattern tracings and directions for painting.

AMERICAN HOME PATTERN 988, .30¢

Luncheon cloth and matching napkins made elegant with painted roses and forget-me-nots. Cloth measures 71" x 198"; has a corner motif of one large rose, rosebuds, leaves and forget-me-nots. Center motif, circle of roses and forget-me-nots, measures about 21" x 32". Single rose measures 4½" square. Directions include instructions for cutting and painting stencils on cloth and napkins. Design by Eveline D. Johnson.

AMERICAN HOME PATTERN 989, .25¢

Gladiolas stenciled in lovely pastel pinks, with green leaves, for pillow-cases. Light-yellow hem on pillow-cases and sheets. Each gladiola spray measures about 10" x 7". To make a matching set, designs can be used on dressing-table scarves and on bedroom curtains. Pattern includes color key and instructions for cutting and painting stencils. Design by Peg Hall.

AMERICAN HOME PATTERN 990, .20¢

Hemstitched linen table mat with hexagonal pattern at center of each side, connected by double rows of hemstitching. Here are table linens with an air of genteel finery. If desired, plain, matching napkins may be made with hemstitched hem, or part of the design may be repeated. Pattern shows, by use of diagrams, the different methods of hemstitching.

AMERICAN HOME PATTERN 991, .20¢

Linen napkin II" square, with five rows of hemstitching that make a I" border around outside edges. These napkins are plain enough to be used with a matching set or with odd tablecloths. Extra napkins are always needed at teatime and for bridge parties. To make a luncheon cloth, repeat this border around the edges and again as a motif in the center of the cloth. Full instruction are given.

AMERICAN HOME PATTERN 992, .20¢

Scalloped organdy table mats, two sizes, with stylized lily border design. Border is 3" wide on the large mat, 2" wide on the small mat. Designs are outlined in plastic paint that penetrates the fabric. For scalloped edges, you simply trim the fabric along the painted edge. Pattern has complete instructions for stenciling or tracing.



Fashioned in solid silver and styled for lifetime use... here is table silver to add warmth and beauty to your day-by-day living... to use and to cherish forever.

SEE IT AT YOUR JEWELER'S OR WRITE US FOR ILLUSTRATED PRICE FOLDER

THE ALVIN SILVERSMITHS

Makers of Exclusive Silver Designs for over
Sixty Years

PROVIDENCE 7, RHODE ISLAND



Typical of Krome-Kraft's many unique, practical table accessories are these sparkling creamer & sugar and salt & pepper sets in lustrous non-tarnishing chrome combined with fine hand-made colored glass. Mountings protect glass, snap off-on for cleaning. Grand gifts! Gift, jewelry, department stores. Send for folder.





FARBER BROTHERS

15 Crosby Street, New York City
"Distinguished for Quality"

FIRST he whispers, then he shouts. The Big Ben Chime Alarm is the polite getter upper. His tick is quiet. He has a 2-voice alarm. His first call is a whisper. Then, if you don't wake up, he "lets you have the other barrel" with a loud call you simply can't ignore—he shouts!



BIG BEN CHIME ALARM, with his two voices and his quiet tick, is a trust-worthy friend. He comes in a handsome ivory finish with a luminous dial you can read day and night. He's \$6.50. Big Ben Loud Alarm is \$4.50. The beautiful new Big Ben Electric is \$8.95. Prices quoted are exclusive of tax.



AMERICAN HOME PATTERN 993, 20¢

White tufted spread, in shell-stitch crochet, suitable for use in a modern or period style bedroom. Directions are for spread measuring 6'10" x 7'6", but it would be simple to add or subtract several inches as the design is uniform. Pattern includes instructions for making single-bed spread.

AMERICAN HOME PATTERN 994, .20¢

"Water Lily" Crocheted Bedspread. This will be an heirloom forever cherished. It is double-bed size, with a fringe that reaches to the floor. Detailed instructions are included.

AMERICAN HOME ORDER FORM

-	Please allow two weeks for handling and mailing.	
(Patterns illustrated in this issue on pages 66, 67, 68)	
980	Bishop Blanket Chest	55∉
981	Chinese Dragon, Design for Chest	25.4
982	Chinese Dragon, Design for Chest Chinese Designs for Lamp and Bowl	35¢
983	Penna. Dutch Antique waste paper basket	. 25¢
984	Norwegian Plume for large tray	.25¢
985	Norwegian flowers, black background, for tray	.25¢
986	Norwegian Motif for Wooden Plate, 3 Sizes	.25¢
987	Norwegian Border for Fruit Bowl	.25¢
988	Roses & Leaves for Tablecloth & Napkins	.30¢
989	Stenciled Gladiolas for Bed Linens	.25¢
990	Hemstitch patterns for linen placement	.20¢
991	Linen Napkin with Hemstitched Border	.20d
992	Painted Organdie Placemats.	
993	Tufted Spread, Shell Stitch Crochet	.20¢
994	"Water Lily" Crochet Bedspread	
		1
Su	ggestions for Additional Patters	
		75
	ggestions for Additional Pattern	e)
(Pat	ggestions for Additional Pattern terns not illustrated in this issu Two authentic designs	.30¢
(Pat	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays	.30¢
(Pat	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays	.30¢
(Pat	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays	.30¢
(Pat 11 207 214 721 722 767	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays	.30¢ .20¢ .20¢ .25¢ .25¢
(Pat 11 207 214 721 722 767 796	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢
(Pat 11 207 214 721 722 767	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢
(Pat 11 207 214 721 722 767 796	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢ .15¢
(Pat 11 207 214 721 722 767 796 814	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth Glasses, Decanters Painting on Glass	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢ .15¢
(Pat 11 207 214 721 722 767 796 814 819	ggestions for Additional Pattern terns not illustrated in this issue. Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth Glasses, Decanters Painting on Glass 2 Match Boxes Floral Designs	.30¢ .20¢ .25¢ .25¢ .40¢ .15¢ .20¢ .20¢ .20¢
(Pat 11 207 214 721 722 767 314 319 844	ggestions for Additional Pattern terns not illustrated in this issue twenty to the two the two the two the two the two	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢ .15¢ .20¢ .20¢
(Pat 11 207 214 721 722 767 796 814 819 844 725	ggestions for Additional Pattern terns not illustrated in this issue twenty to the two the two the two the two the two	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢ .15¢ .20¢ .20¢
(Pat 11 207 214 721 722 767 314 319 844	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth Glasses, Decanters Painting on Glass 2 Match Boxes Floral Designs Penna. Dutch Fruit, Leaves & Borders Crocheted Table Mat Set	.30¢ .20¢ .20¢ .25¢ .40¢ .15¢ .20¢ .20¢ .20¢ .20¢ .20¢ .20¢ .20¢ .20
(Pat 11 207 214 721 722 767 796 814 819 844 725	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth Glasses, Decanters Painting on Glass 2 Match Boxes Floral Designs Penna. Dutch Fruit, Leaves & Borders Crocheted Table Mat Set	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢ .25¢ .20¢ .20¢
(Pat 11 207 214 721 722 767 796 814 819 844 725	ggestions for Additional Pattern terns not illustrated in this issue Two authentic designs for metal trays. Place Mat & Napkins Pennsylvania Dutch Decorative Boxes, 3 Designs Modern Alphabet Embroidery "Forget-Me-Not" Alphabet Painting Design "Forget-Me-Not" Alphabet Embroidery Petal Filet Border for Tea Cloth Glasses, Decanters Painting on Glass 2 Match Boxes Floral Designs Penna. Dutch Fruit, Leaves & Borders Crocheted Table Mat Set Name	.30¢ .20¢ .20¢ .25¢ .25¢ .40¢ .15¢ .20¢ .20¢

PRINT name and address in coupon, which will be used as label for mailing patterns. Cut out order form along dash lines, check patterns desired and send M.O. or personal check to: (Please do not send stamps)

American Home Pattern Department

55 Fifth Avenue, New York 3, N. Y.

...resotonic construction
for clear, resonant tone

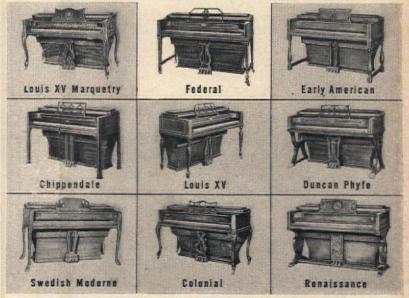
the piano
with style plus

...practiano pedal for soft, undisturbing practice

..alumatone plate
of high strength aluminum alloy
for richer tone, lighter weight

Winter & Company.inc. Musette



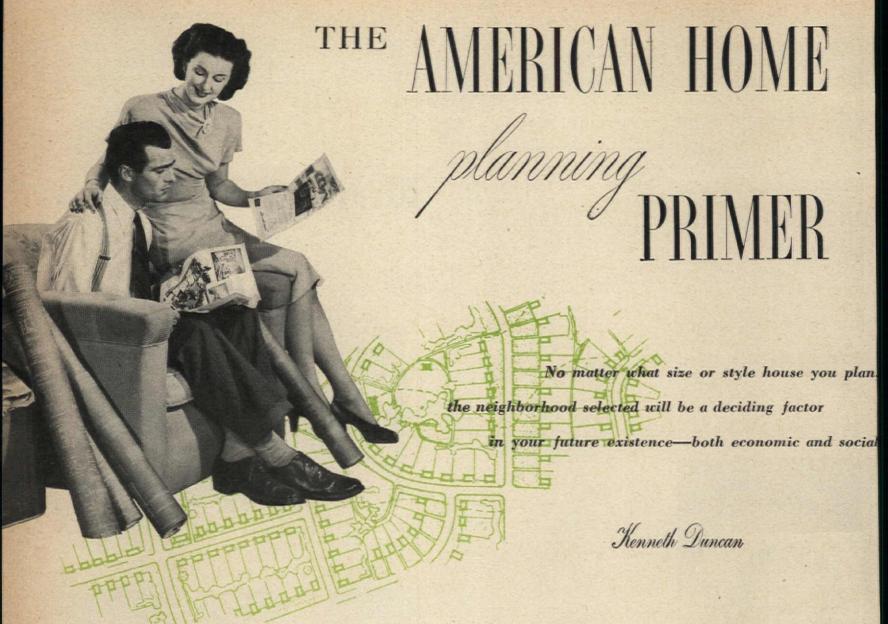


Only Winter & Company makes the Musette — and the Musette is the only piano that comes to you in so many authentic period styles — from Early American to Swedish Moderne—to blend with and beautify your home...Plus exclusive construction features that mean better performance and more lasting pleasure.

Winter & Company Musettes are sold throughout the United States. Write for name and address of dealer nearest you. Send for your copy of the free, illustrated catalog showing many handsome piano styles.

Winter & Company, Inc., Dept. A-1, 863 East 141st Street, New York 54.

For greater musical enjoyment, keep your piano tuned!



THE NEIGHBORHOOD

DO HIGH TAXES AFFECT PROPERTY VALUES?

They do. Property is more salable in communities with low taxes. Moreover, lending institutions are more liberal in the loans they'll make in such communities. A bad, graft-ridden political government tends to force taxes up. A well-governed town is cleaner, healthier, and happier. Its schools, police department, and other public services are sure to be much better. Residents get more value for their money.

SHOULD YOU PIONEER IN A SPARSELY SETTLED NEIGHBORHOOD RATHER THAN BUY IN ONE SUBSTANTIALLY BUILT UP?

It's a risky chance, since hunches don't always turn out as planned. No one can really tell whether a neighborhood will improve or deteriorate. Read what FHA's free literature has to say on that score. A high FHA official warns veterans against the dangerous speculation in buying lots on unproved, raw-hand "subdivisions" in their search for permanent shelter. "Price rises," he said, "have been excessive during the past few years. Such a rate of price rise is a danger signal that should be heeded by anyone

considering buying a lot in any subdivision still in the blueprint stage." Take a housing expert's advice—and play safe from the very beginning.

If there is no police force in the community, check on the nearest county police station. This distance is of great importance in an emergency. You may never need police protection—and we certainly hope that you won't—but when it's needed it is usually needed urgently.

HOW CAN A SOUND, STABLE NEIGHBORHOOD BE DISTINGUISHED FROM ONE STARTING ON THE DOWNGRADE?

WHAT DO UNDESIRABLE NEIGHBORS AND POORLY KEPT HOUSES AND YARDS NEAR YOUR PLOT INDICATE?

The condition of its houses and yards should tell you the complete story. Look them over carefully. Are they well kept or run down? Do they show pride of ownership? Look at the owners and, especially, their children; are they neat and orderly? Are they people you want to associate with and have your children play with? Find out whether there's a civic organization interested in preserving the character of the neighborhood. This is usually a good assurance of stability.

Evidence of undesirable neighbors and poorly kept up houses add up to one simple fact—the neighborhood is on the downgrade. So be careful. One of the curious things about real estate is that it changes so slowly, thus often giving the false illusion of being stable and unaltered. Nevertheless, changes for better or worse are always taking place. Naturally where there are no restrictions or zoning laws this makes itself plainly discernible even to the untrained eye. For instance, the fact that stores, gin-mills or manufacturing plants are making appearances is evidence enough that a neighborhood's purely residential days are over. Look for the subtle changes, too. In one generation the transformation of a neighborhood can be dramatic or tragic. Changes, nevertheless, need not always be downhill. Sutton Place, one of New York's desirable East Side addresses was once a slum. Greenwich Village is



WHETHER YOU are planning a California Ranch House, popular Cape Cod, charming New England Colonial, smart Modern, romantic Spanish or any other style, there's no home like a concrete home. Concrete is adaptable to any size or architectural style or floor plan in any climate, and with concrete you get all of these advantages:

- FIRESAFETY—You protect your loved ones and cherished possessions when your house has concrete walls and subfloors and a firesafe roof. Concrete can't burn.
- COMFORT—You enjoy good living the year around in a concrete house because it's warm in winter, cool in summer and clean and dry at all times.
- DURABILITY—You free yourself of work and worries over frequent repairs because a concrete house re-

quires little or no maintenance, yet preserves its new look. It defies storms, decay and vermin. Concrete floors do not creak or sag or vibrate and make a perfect base for any floor covering—hardwood, rugs, linoleum or tile.

• LOW ANNUAL COST—You pay two bills for any house: the purchase price and the maintenance expense. The first cost of concrete is moderate, the maintenance negligible. These, with its long years of service, give you low - annual - cost housing.

So whatever style or size house you plan to build, choose firesafe, enduring, economical concrete. And write today for free illustrated booklet about concrete houses, distributed only in the United States and Canada.

HOW TO GET A CONCRETE HOUSE

and what will it cost?

Phone a local concrete masonry manufacturer for names of architects and builders experienced in concrete house construction. They know conditions in your community and can answer your questions about plans and costs. Take any plans or sketches you have obtained from any source to an architect. Have him show you how your home — of any size or style — can be economically built with concrete walls and subfloors and a firesafe roof.

Architect-Designed Houses Stay Young Longer

PORTLAND CEMENT ASSOCIATION

Dept. 4-5, 33 W. Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete ... through scientific research and engineering field work





Why thousands of dealers who know recommend Balsam-Wool

It's important to YOU—in selecting an insulation for your home—to know why thousands of building material dealers all over the country so highly recommend Balsam-Wool. For these men know insulation from the inside. They have seen—with their own eyes—that Balsam-Wool provides lifetime comfort and fuel savings!

High Efficiency—For a Lifetime—How many times do you expect to insulate your home? Only once—if you're wise. Balsam-Wool is designed to keep its high efficiency throughout the life of your home—it's completely sealed in a tough windproof and moisture proof covering.



Windproof - Moisture proof - Non-Settling. Balsam-Wool is especially designed to defeat the three major enemies of insulation: wind, moisture and vibration. And the Balsam-Wool blanket, when applied in your home, is fastened in place not just at the top and bottom, but at the sides as well!



Rigid Quality Control Protects You — Precision methods, careful measurements, rigid inspection govern each step of Balsam-Wool manufacture. Every roll brings you the controlled quality that means lifetime comfort.

See your lumber dealer about Balsam-Wool of mail the coupon for further information.



#REG. U. S. PAT. OFF.

THE SCIENTIFIC LIFETIME INSULATION

Wood Conversion Company Dept. 114-48, First National St. Paul 1, Minnesota		Bldg.
--	--	-------

Please send me full information on Balsam-Wool Sealed Insulation. I am a homeowner (), renter (), architect (), contractor (), student ().

Name	• •		*			*1	• •								 					٠,		
Address																						
City																						

BALSAM-WOOL

Products of Weyerhaeuser

NU-WOOD

a better known, even if less striking example of a successful slum rehabilitation project. Exceptions make the rule.

SHOULD YOU PURCHASE A PLOT FOR A HOME IN A ZONE WHERE BUSINESS IS PERMITTED?

Jo, unless you want a gas station or store built next door. The whole purpose of zoning is to provide a pattern for community growth, to limit business to certain convenient shopping areas, to relegate manufacturing and industry to areas close to truck highways and railroads. These are, of course, necessities for the proper carrying on of business, but they make thoroughly undesirable neighbors in a residential district.

WHAT ARE SOME UNDESIRABLE FEATURES TO LOOK FOR WHEN PURCHASING A LOT?

The following neighbors should be avoided like the plague if you wish to enjoy future years in that new home: city dumps, garbage incinerators, mortuaries, high-tension wires, heavy traffic, industrial buildings, railroads and unsupervised playgrounds.

WHAT ARE SOME DESIRABLE FEATURES TO LOOK FOR IN A NEIGHBORHOOD?

Pefore signing on the dotted line and becoming the proud owner of a piece of property, look around at your neighbors. You are on the right path if you find: well-kept houses and yards, churches, schools (if not too close), parks, country clubs, and even playgrounds if well supervised.

IS FIRE PROTECTION IMPORTANT?

es. Insurance rates are lower if there's a fire hydrant within reach of your house and an approved fire department within the area. A usual rate for an approved suburb is 50¢ per \$100 of insurance for 3 years. But in unprotected districts, the insurance rate may go as high as \$1.75 per \$100 for one year only.

HOW FAR AWAY SHOULD SCHOOLS BE?

Children should not have to walk more than one-half mile to an elementary school. High schools may be further away. However, if there's adequate bus service these distances may be lengthened. Check which school your youngsters will attend. Don't take it for granted that it will be the nearest. Often the one close at



No more drip-dripping faucets to break the serenity of your sleep when you install Salter Feather-Touch Fixtures. Their simple "EZE" change construction and soft hydraulic closing eliminates common faucet failures. Tests equal to 20 years service reveal fixtures still operate like new. Naturally you want this trouble free service in your home, so have your plumbing contractor install. .





AQUELL

the scientific mineral surface coating that con-trolled water seepage in the Maginot Line... now the hope of homeowners plagued with wet walls and cellars.

AQUELLA WORKS ON AN ENTIRELY NEW PRINCIPLE

AQUELLA WORKS ON AN ENTIRELY NEW PRINCIPLE

Here is an enlarged section of an Aquellized
concrete masonry unit showing the way
AQUELLA penetrates to fill,
close and seal the pores of
the masonry surface.

Use AQUELLA inside or
outside...above or below
ground...on Brick, Concrete, Cin der Blocks,
Stucco, Cement Plaster and
all porous masonry surface.

Stucco, Cement Plaster and all porous masonry sur-faces. For advice on how AQUELLA can solve your seepage problem, see your local dealer or waterproofing contractor. - - MAIL THIS COUPON TODAY - -

1	PRIMA PRODUCTS, INC. Dept.C-3, 10 E. 40th St., N.Y. 16, N.Y.
I	Please rush FREE 16-page booklet "Proof
1	That Aquella Controlls Water Seepage And Dampness In Celiars And Walls."
ı	Name
ļ	Address
I	TownState



Natural Beauty OF THE WOOD

You'll always be glad you chose Cabot's Stains for your home. Made with 60% to 90% of creosote oil, the best wood preservative known, Cabot's Creosote Stains assure years of protection for clapboards, shingles or siding.

or siding.

Cabot's Stains are economical...cost one third as much as oil paints.

Choose from a wide range of rich, penetrating colors, brilliant hues to weathering browns and grays.

free BOOKLET Write today for your copy of "Stained Houses" containing photographs and complete information! Samuel Cabot, Inc., 130 Oliver Bldg., Boston 9, Mass.

CABOT'S CREOSOTE



He is the franchised operator in your community of the electric Roto-Rooter which, with its whirling steel blades on flexible cable actually razor-kleens clogged lines with no muss or fuss. Like all members of this nationwide organization, he is trained to give you Better, Faster Service - For Less. Write for Sewer and Drain Handbook ROTO-ROOTER CORP.

A NATIONAL SERVICE AVAILABLE LOCALLY hand is in another school district not available for your offspring.

HOW CAN THE QUALITY OF THE SCHOOL BE CHECKED?

By talks with mothers and fathers of children already enrolled at the school. State Boards of Education, while sometimes chary about being too critical, will usually give some indication of the caliber of the schools in the town you have selected. If possible, arrange to stop at the state office and get the information verbally. District supervisors know which schools are excellent, which fair, and which poor. Find out, too, whether the school has an active parentteacher organization. This is a good indication that both parents and teachers are on their toes and actively conscious of what proper reforms should be adopted. All over the country these organizations are playing a more and more important part in community life. When moving into a new neighborhood, plan on joining immediately. The future education and well-being of your offspring are, to a large degree, determined by the wise guidance of such public-spirited groups. Why not visit the school before buying; make it a point to meet the teacher your child will have and determine from observation and discussion whether he is a leader to whom you could entrust your child?

WHAT SHOULD YOU LOOK FOR IN TRANSPORTATION TO WORK?

The time involved and the cost. Also, the walking distance from the plot to the transportation. Check the timetables to see that there is a convenient train guaranteed not to get you to the office half an hour too early or, worse, just a few minutes late. Don't be a timetable slave.

FACTORS TO INVESTIGATE IN CON-NECTION WITH FAMILY SHOPPING. THE ANSWERS SHOULD BE "YES."

Are the local markets within convenient walking distance of the plot? Do they make deliveries or must everything be carried home? Is there a milk delivery route running past the plot? Do the department stores from the near-by larger city make free deliveries in the zone?

WHAT ABOUT PERMANENT OPEN SPACES, SUCH AS PARKS AND PLAYGROUNDS?

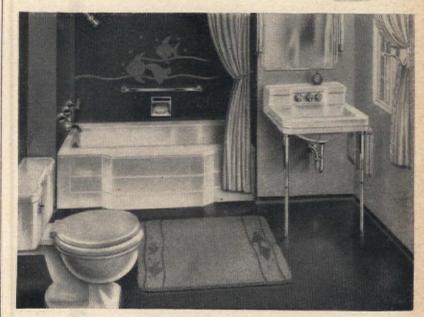
These are desirable within convenient walking distance. Perhaps with the neighborhood in a partially built-up stage they do not appear vital, but try to visualize the condition when all building plots have been built upon. Open breathing space is prob-

MAKERS OF FINE PLUMBING FIXTURES SINCE 1904

ELJER

"Tust like Magic."





"I simply run a damp cloth over our new Eljer fixtures and they are sparkling clean in an instant...just like magic."

One reason why Eljer fixtures are easy to keep clean and new-looking is that the lustrous, vitreous chinaware resists scratching, stains and the effects of all ordinary acids. Eljer enameled cast-iron fixtures are rugged and rigid with a heavy coat of enamel. They match harmoniously to create beautiful ensembles.

Eljer's complete line of plumbing fixtures assures you of a selection to meet your individual needs. See your plumbing contractor or write Eljer Co., Box 192, Ford City, Pa.



ON MOTHER'S NIGHT OUT ...

Dad and daughter enjoy washing dishes on Mother's night out... and that's when Dad truly appreciates the double basin—double drainboard Eljer De Luxe Sink with the new, exclusive faucet construction that virtually eliminates dripping. In bathroom, kitchen and laundry, you'll like Eljer faucets that turn off at the touch of a finger.

ELJER CO. FACTORIES AT: FORD CITY, PA.,

To save fuel, the best step is to insulate*

More than a million home owners enjoy the fuel economy of Johns-Manville Rock **Wool Home Insulation.**

Why let HOLLOW walls and plaster-thin ceilings rob your house of expensive heat, winter after winter! You can't afford to in these days of fuel shortages and high prices.

The best step you can take to meet the fuel emergency is to insulate those hollow spaces.

Johns-Manville "Blown" Rock Wool Home Insulation will pay for itself in fuel savings aloneand give you a world of extra comfort, both winter and summer. Full thick wall-and-ceiling insulation saves fuel twice as effectively as other treatments used in protecting the average house against heat losses.* (Based on Government figures.)

The home you are living in now can be completely insulated, by an approved Johns-Manville "Blown" Home Insulation Contractor. He is trained to "blow" J-M Rock Wool scientifically, in full measure, to prevent heatleaking "voids" and give you full benefits.

Save up to 30% on fuel year after year, and keep your home warmer in winter and up to 15° cooler in summer. No down payment, 36 months to pay.

*Based on facts published in U.S. Bureau of Mines pamphlet.

Send for FREE book!

OMFORT

Box 290, New York 16, N. Y.

Please send me FREE copy of your 24-page book, "Comfort that Pays for Itself." I am interested in Home Insulation for:

My Present Home The Home I plan to build

Johns-Manville "BLOWN" HOME INSULATION ably one reason for your wanting to move into a home of your own. Be very certain you will have these open spaces come the day when the neighborhood is fully built up.

The developer of any tract of 50 acres or more should dedicate in perpetuity at least 5% of the land for neighborhood recreation use. A community playground some acres in extent is an asset even to abutting property, if the area is developed along modern lines. This will include suitable screening and landscaping. Old-fashioned, barren playgrounds, too small for their proper function, can be a nuisance to adjoining residences, and this accounts for what prejudice against proximity to play areas still exists. Reliable creators of modern building developments make certain that such assets are included in their plans.

WHAT OTHER RECREATIONAL AND CIVIC ADVANTAGES SHOULD BE CAREFULLY INVESTIGATED?

Mubs, theaters, public library, community recreation programs, swimming facilities and whatever else appeals to the family's hobby interests. What neighborhood civic association is there? Some neighborhoods are friendly and welcome newcomers; others are "standoffish," It makes a big difference to your family's happiness which you move into.

WILL LOCAL INSTITUTIONS MAKE MORTGAGE LOANS IN THE NEIGHBORHOOD?

There is an excellent indication of neighborhood stability. If they won't, there is some good reason that makes such loans bad risks. If local conditions of any sort make loans a bad risk, surely your purchase is an equally bad risk. Before making that down payment and signing away your life, check with your local bank.

WILL THE FHA INSURE MORTGAGE LOANS IN THE NEIGHBORHOOD OF YOUR CHOICE?

f not, beware. The policy of FHA is to check carefully not only the individual house but the whole neighborhood of which the house is a part. The environs have as much influence on values as does the individual house itself. Keep in mind the story of the bad apple.

"FHA does not accept purely speculative land values," says a statement from a high official, "nor does it insure the financing of homes built in tracts of land which are not carefully planned for community development, and which are not adequately provided with utilities and facilities necessary for a livable community. . . .



Save time, trouble and expense with a Cutler-Hammer Multi-Breaker

Why tolerate the blown fuse nuisance any longer? Why hunt fuses in the dark...or break off in the midst of preparing a meal to go to the store for the new fuses you forgot to buy? Why stumble down dark cellar stairs and fumble in the old fuse-box wondering what to do? The Cutler-Hammer Multi-Breaker ends this annoyance forever. It is installed in the kitchen or any other convenient place. And when service goes off, all you do is reset a tiny lever that has snapped out of position. Nothing to buy...nothing to replace! Service is re-stored in the twinkling of an eye...even by a child! The average new home can have this modern and safe protection for less than \$5.00 additional. Also easily installed in old homes.

How much will it cost you? What are all the facts? Write today for our free booklet "Goodbye to Fuses." CUTLER-HAMMER, Inc., Pioneer Electrical Manufacturers, 1395 St. Paul Ave., Milwaukee, Wis-





developed as a complete package unit, includes an efficient CHELSEA Attic Fan and motor, floor mount ing arms and springs, auto

matic ceiling shutter, pull chain control switch and other Adaptable to attics of low head

A typical CHELSEA home installation



Cool, fresh, outside air is drawn into the house through every open window and door, and the hot inside air is immediately expelled through the attic by this silent, spring-mounted CHELSEA Fan.

lan is rated in accordance with the Stand-ard Test Code of the Propeller Fan Mfrs. Assoc. and the Amer. Soc. of Heating and

CHELSEA FAN & BLOWER CO., INC. 1206 GROVE STREET, INVINGTON II, NEW JERSE

fix it for good with the Right Glue!

All glues stick, but only the right glue sticks for good! These glues meet Army, Navy, and Air Force speci-

fications. Sold at hardware stores. Find the glue below for your job!



For boats, outdoor furniture, sports equipment—joints that must withstand outdoor exposure—Cascophen (Resorcinol Resin Glue). The first completely durable glue available to homecraftsmen!



For furniture, toys, heavy-duty home repairs—strong, stainfree CASCAMITE (Urea Resin Glue). Mixes quickly with cold water!



For models, photo prints, labeling—general home, school, or office gluing—use the new, clean, white, fast-setting CASCOREZ (Polyvinyl Resin Glue).

UTILITY BOAT
Build It Yourself—
It's Easy!



Step-by-step directions and assembly illustrations take the mystery out of boat building—just trace, saw, and assemble, using Easi-Bild* Pattern Method. At your hardware dealer or send \$1.00 in cash or stamps to: CASCO PATTERN DEPT. AH48—P. O. Box 215, PLEASANTVILLE, N. Y. Also send for FREE folder illustrating 100 patterns.

*Trade-mark © 1948, Easi-Bild Pattern Co.

CASEIN COMPANY OF AMERICA

Division of The Borden Company



Once in place—always in place. No putting up...No taking down...No painting...No storing...No repairing.

Pella Rolscheens are easily installed on your present windows. No fitting or cutting necessary. A touch of the finger and Rolscheens roll up automatically onto hidden rollers. Inconspicuous. They improve appearance of your home. Make rooms lighter. Keep windows and draperies cleaner. Insect tight. Made of rust-resisting, clear-vision, AluminA wire cloth. 10-Year Guarantee. Over 2,000,000 in use. Send for interesting FREE Booklet containing easy directions for measuring. Use handy coupon below.



Please send FREE Booklet on ROLSCREENS. Also Pella literature on Casement Windows □. Venetian Blinds □. I am building □. I am remodeling □.

Name				*			*										
Address,																	
City																	

The community as well as the house must meet certain standards."

SHOULD YOU BUY THE PLOT OR DESIGN THE HOUSE FIRST?

By all means have a particular plot in mind, even if not actually purchased, before spending money on the house design. Why? Because you can design a proper house for any plot, but you cannot put any house on every plot. House design is affected by orientation, by lot contours, and by the many other factors peculiar to a particular plot as well as by the character of neighboring homes.

One of the chief laments of architects is that clients all too often come to them with a preconceived idea of the architecture they want, and yet they already own a plot that is unsuitable for that style or design of house. It is an excellent idea to let your architect see the plot before you commit yourself to its purchase. A good architect wants to fit the house to the lot. The alternative probably means discomfort and a dissatisfied client, even though it may be a perfectly good house.

NEIGHBORHOOD SUMMARY. CHECK THE FOLLOWING FOR YOURSELF. THE ANSWERS SHOULD BE "YES."

Is there a good pavement around or in front of the property? Is there a good sidewalk and curb? Is there a fire hydrant within 150 feet of the plot, and are electrical lines near enough to be run in? How about street lights—are they near and plentiful enough to be effective? How about telephone service in the neighborhood, do the lines run near the property? Is there a gas main in the street and a storm sewer? What about mail and milk delivery—can you count on them?

These are basic questions, but they are important ones for the happiness and convenience of your family. Many years ago the author bought an old house. It had no electricity but an electric line came up to the home of a neighbor about 150 feet away. It looked like a cinch. But that neighbor, at his own expense, had extended the company line a half mile to reach his house. His permission was an absolute prerequisite to getting electrical service. Fortunately, we wangled it-but only at a price! All of the foregoing precautions are doubly important if you plan to live in a new development or on a plot at the outskirts of a town. Throughout the country there are thousands of developments that never got beyond the first growing pains. These stand, sparsely built on, abandoned by their promoters when the going became tough. As a result, service lines, too, were abandoned. Make very certain that the company selling you a house is a reputable one with substantial backing.





With Thermoseal, you get screens, storm sash and weatherproofing . . . all in one permanently installed unit . . . nothing to change, nothing to store. Thermoseal is SELF-STORING...instantly available as storm sash or screen.

Finger tip adjustment from inside permits rainproof, draft-free, filteredscreen ventilation in any season, in any weather. You'll have a cleaner, more comfortable and healthful home.

Patented Thermolok* Frame assures permanent, weather-tight fit. Excessive condensation is prevented-windows stay clean and sparkling longer.

can be installed immediately in old or new homes SAVE UP TO /3 IN FUEL that tells all Thermoseal benefits

THERMOSEAL

THE F. C. RUSSELL CO. 6406-AA HERMAN AVENUE, CLEVELAND 2, OHIO

Also manufacturers of the famous Thermoseal Three-in-One Wood Window T. M. REG. APP. FOR

THE	F. 0	. RU	JSS	ELL	CO	
THE	RMO	SEA	L D	ivi	sio	n
6406	-AA H	lerma	n Av	enue		
Clevel	and 2	Ohio				

Please send me illustrated literature on Thermoseal Windows and name of nearest distributor.

Name	
Address	
City	ZoneState

I own my home I plan to build I

TIPS ON PAINTING

WILLIAM W. ATKIN

Photographs by Robert Jay Kepford



Paint will not adhere over dirt and grime, so sweep all walls, crevices, and window sills before doing anything else. Besides overalls and a broom, equip yourself with a stiff wire brush, sandpaper, putty, putty knife, enough paint for the entire surface and two or three good brushes



Wire brush is used to scrape off loose paint. Ragged edges and other rough spots are sanded to get surface perfectly smooth. Prime coat is applied to spots where wood shows



Jiping droplets of paint off as you go along saves work. Scrape dry paint off glass with razor blade



A smoother, better-looking surface results if you putty all nail holes and rough areas around knots. If painting over new wood, touch knots with shellac after the priming coat



Good paint is made to exact formula. If you read directions on label and follow them, you'll come through with a good job. Stir the paint about twice as long as you think you should

OF HAMMERING

VIRGINIA CORNWALL

Drawings by Leonard Shortall

There must be easier ways of getting a home than by hammering it together out of a collapsed barn, an old store, and an abandoned house. But that's exactly the way my husband and I did it.

We had a little plot of scrub woods and three-hundred dollars when we started. It wasn't much of a beginning for a home that we wanted to be proud of for the rest of our lives. Nobody with an ounce of common sense would have tried it. That's what everybody told us.

Even now, on back roads, you can still find houses like the one we bought. They're dilapidated old hulks that are not worth restoring and not worth paying anyone else to tear down. This one had part of an old doorway and a few wide pine floor boards still intact. But its shape was just about as appealing as an old boxcar. All the windows in the house were out, all its doors were gone, and the clapboards had been yanked off of it as high as the neighbors could reach. The porch had fallen in a long time ago. Some of the floors had rotted through completely, and the roof was so thin that the sky showed through the huge patches in it. The whole building looked as if it would topple over with one good, strong push.

We thought it would be a pleasure to wreck the already dilapidated house, so we set to work. We started out at six in the morning with a picnic lunch, and we told each other that inside a week or two we'd have it flat on the ground and all the lumber stacked in neat piles, ready to cart home and use.

Of course, we know no more about wrecking houses than you do. We thought we'd just pull the boards apart and there we'd be! The clapboards looked as if they came first and would be the easiest. They would be something to practice on until we could get our hands in—not much muscle work. But those clapboards clung to their nails with the tenacity of bulldogs. Anywhere

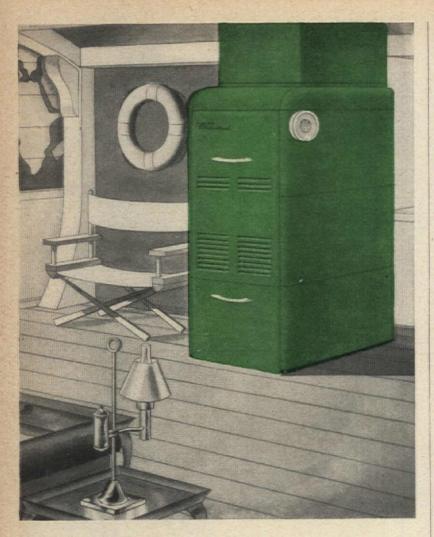
else they were as fragile as china. Trying to get one of them off the house without splintering was about as easy as trying to pull a handle off a teacup without cracking it. And sensitive! One sudden yank, even one harsh word, would shiver the whole board into splinters. The kindling pile grew like a lusty young mountain. The pile of usable clapboards remained at zero.

After we had ruined one whole side of the house, we began to get the knack. Gentle prying, soft words—those were the tricks—ten, twenty, thirty minutes to a single board. Even then we'd be lucky if the end didn't splinter or the center rip. Two weeks later we were still using sixteen hours a day of tact and cajolery. Pure wrecking might be quick, but saving enough to use again was going to take considerable time.

However, we could abandon tact when we got to the







You're shipshape and snug for all kinds of weather with Mueller Climatrol Comfort

Don't forget home-heating — now that spring is near!

Take advantage of mild weather months to make your home a haven of comfort for next winter. Plan to cut fuel bills to a minimum, too. Mueller Climatrol is the answer! So the first step toward modern comfort is to see your Mueller Climatrol dealer. He can meet your requirements exactly — no matter what size your home may be, what type of heating you want, or which fuel you prefer. His line is complete (for summer air-conditioning, too) — and every unit is backed by Mueller's 91 years of experience. See your dealer today, or write for information —

L. J. Mueller Furnace Company, 2070 W. Oklahoma

Avenue, Milwaukee 7, Wisconsin



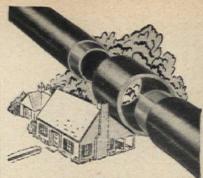


plank walls underneath. Here we needed force, that is to say, practically dynamite. Those planks were a good two inches thick. They were fastened onto the square-timber frame with hand-forged nails that a century of frost and rain had cemented into place. Even a sledge hammer would not budge them.

Whatever had given us the impression that this house was ready to topple over? It could have stood for another century without even bending in the knees! We tried the crowbar, then the wrecking bar. Still the nails wouldn't budge. It was hard to believe mere human beings like ourselves ever had pounded them in. It seemed more the work of giants. At last, by fixing up a long timber as a lever and by both of us throwing our combined weights upon it, the nails began to screech and groan, the planks to move. Meanwhile, I had been sent inside to knock off the plaster. It sounded more like a woman's job. For a few hours I had a hard time getting over ingrained habits of housekeeping. I kept wanting to sweep up the place with broom and dustpan instead of lighting into the job and knocking more plaster off the walls. But at last I began to get into the swing of it, and whaled about with my hammer like an Indian with a tomahawk. I had bundled up like an Eskimo, but the plaster worked its way through the layers of cloth as though it were so much mosquito netting. My eyebrows looked like Santa Claus, and my hair was set like a wedding cake. Even so it was fun. The plaster came down in satisfying lumps. No tact needed here. While the plaster lasted, I was a happy woman. This was more the way wrecking ought to be.

When we hit the bones of the house, we were really stymied. That framework was made of timbers a solid foot square, and some of them were twenty-five feet long. Those timbers made the top and bottom and corners of the house. Every joint had been dovetailed, fitted together, and then they had been clenched together by tight-fitting wooden pegs to hold them in place. That house decrepit? Whatever had made us subscribe to that delusion?

We walked around and around the place wondering where to start. Everything we had used so far was useless here. We tried sledge hammers, crowbars, levers. They had no more effect on those timbers than a mosquito would have on a concrete wall. What we needed was a mediaeval battering ram. In the end, that's about what we used. My husband would arm himself with a long timber and, like Don Quixote jousting at windmills, run full tilt at one of the joints. There would be a sickening, dullish thud. When he went to examine the result, he'd find one timber had moved about an eighth of an inch. That left only eleven and seven-eighths inches to go!



Lasts a life-time TROUBLE-FREE

Because it is non-rigid, ORANGEBURG*
PIPE withstands severe soil settlements
without cracking or breaking. You
get lifetime trouble-free service in
house-to-sewer, septic tank connections, or other non-pressure uses.
TAPERWELD* COUPLINGS hold fast,
prevent leaks, resist root damage.

Get the same long-life service with ORANGEBURG Perforated for septic tank filter beds, foundation drains, or field drainage. The proof is in ORANGEBURG'S more than 40 year record in service underground.

REG. U. S. PAT. OFF.

ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, N. Y.

ORANGEBURG





Wherever you live, have the comforts, conveniences and sanitation of running water. Thousands of gallons can be pumped for a few cents with an efficient Myers Water System. Many types and sizes. Completely automatic. Pre-

cision-built for long, reliable service at least expense. Mail the coupon.

THE F. E. MYERS & BRO. CO. Dept. K-148, Ashland, Ohio

Send free water system booklet and dealer's name.

w	name	
*		
		State

County

82



SAVE YOUR WINDOW SILLS WITH THIS PAINTERS' PRIMING SECRET!

FREE BOOK TELLS HOW. There's one sure way to keep weathered ugliness from your window sills! This, and scores of other tricks of the trade, are explained in our free 24-page book, "Paint It Bright". Write for it, now. And be wise . . . get Aluminum House Paint for this job, from the dealer who displays this Alcoa symbol of quality on the brand he

sells. Address: Paint Service Bureau, ALUMINUM COMPANY OF AMERICA, 2105 Gulf Building, Pittsburgh 19, Pennsylvania.

ALCOA

Look for this shield on aluminum paints made by many paint manufacturers using ALCOA ALBRON PIGMENTS

CNIC STOVE and INCINERATOR

13

stump of durable re-reed Haydite concrete grill, charcoal pan, te. Burns trash safely.



Keep Brushes like New



At Paint, Hardware, Dept., and 5& 10c Stores Parent Cereals Co.

It took us a little more than three months to wreck the house but, at least after that tussle, the little woodframe store and the old barn were mere child's play. They fell in on top of themselves like a stack of cards. Luckily, we were able to trade enough lumber to pay for trucking all the rest home. It looked to me as if our troubles were over. We had a site: we had the boards. And anybody who had pulled one house apart ought to have learned enough to put another one together.

The awakening began a few days later when I sat down to draw plans for our new home. We might have little money, but we still had big ideas. After all, we were going to live in this house the rest of our lives; we ought to do everything in our power to make it perfect. For a time there was even talk of hiring an architect. That was until my husband rointed out that for ten per cent of three hundred dollars we could hardly expect top-notch talent.

So I pulled out all the house plans I had saved from THE AMERICAN Home. There were some beauties. plans I was sure we could use without a single change. But my husband kept shaking his head and saying they weren't the right size. At last I asked in exasperation just what was the ideal size. He looked surprised and said ideals weren't involved, but that naturally our house had to be the size of the one we had torn down,

I began to remember the painstaking way he had labeled each joint and each peg. At the time, I had thought it was to save work in cutting them over. Now I began to see the truth. He couldn't cut them over. We were stuck with a long, narrow coffin-just the shape of that dreary house we had wrecked.

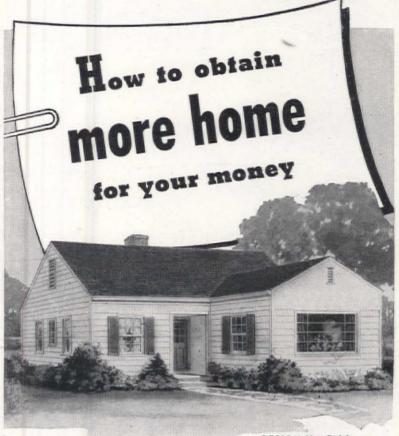
Anyone who ever has tried to cut a smart, new dress out of a skimpy old one will know what we were up against. I'd lay those floor plans every way I could think of and still nothing would come out right. The outline had no charm. The rooms looked like mousetraps. Wrong that house had been built originally and wrong it would remain.

All of that wouldn't have been so bad if only we were going to build it the easy way, with a flock of carpenters we directed. But, no indeed! Every wrong doorway, every poorly proportioned room we were going to hammer together piece by piece.

At last my husband asked me if I couldn't describe in a general way the house I wanted. That was quite easy. I wanted it low and cozy and copied after the Greek Revival houses that dot our New York state hills. But I reminded him once again that the house we had just torn down was not like that at all.

"Just the doorway," he answered. "You liked that, didn't you? Why don't you start with that and then match the rest to it?"

Silly as that method sounds it



WITH THE

DESIGN No. 5126

WEYERHAEUSER

4-SQUARE HOME BUILDING SERVICE

 If you're like most prospective home owners, you approach home planning with many questions ... and for just about every question you could ask you'll find an answer in the Weyerhaeuser 4-Square Home Building Service.

This great home planning guide shows how to really get your money's worth in a home. It presents scores of modern home designs, each the work of a leading architect. Each design has been engineered by Weyerhaeuser for sound, durable construction ... and for the economies that result from the specification of

ready-to-use materials such as 4-Square Lumber, which eliminate needless fitting, sawing and material waste:

Your lumber dealer has this Service for your study and use without charge or obligation. Use its professional pointers in your planning.

Each month a smart, new, modern home is added to the scores of designs in the Service, to give you the best in ideas, materials and methods. For illustrations and details of this month's home as well as all other designs in the Service, mail coupon below.

WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

5126 First Nation	SER SALES COMPANY of Bank Bldg., St. Paul 1, Minnesota sing 10c. Send me the booklet "Helping the Builders get Their Money's Worth" and scribing the home shown above.
Name	
Address	State
Autres	ZoneState_



The Heatilator Fireplace actually circulates heat to far corners of the room, and even into circulates heat to far adjoining rooms. It draws air from the floor level, heats it. Ends chilly floors and drafty corners. Saves the waste and inconvenience of season days. Solves the difficult problem of heating basement rooms. Makes summer camps usable earlier in spring, later in fall and for winter week-ends.

WILL NOT SMOKE . .

The Heatilator is a steel heating chamber around which any style fireplace is easily built. It serves as a form for the masonry, eliminating faults of construction that commonly cause smoking. Firebox, damper, smoke dome and down draft shelf are built-in parts, affording savings in

materials and labor that offset most of the cost of the Heatilator itself. Proved for 20 years all over America -accept no substitute! Sold by building material dealers. Write for illustrated folder giving complete details.

HEATILATOR, INC. 524 E. Brighton Ave., Syracuse 5, N. Y.



EATILATOR FIREPLACE



Carpenters like Tru-sized Door Jambs because they do a better job faster. You'll like them in your new home, because they assure accurate fit always. With only a screwdriver and a level,

your carpenter can make a perfect Tru-sized Jamb Installation in as little as 8 minutes. And the "shock absorber" leaf springs will protect that perfect fit always! Write for FREE information to Dept. 5H.

Screwdriver Adjustability Assures Accurate Fit Always!

THE WHEELER, OSGOOD COMPANY

TACOMA 1, WASHINGTON

worked, and worked well. I carried a drawing of that doorway around in my pocket the way a shopper carries around a snip of silk. I tried it against fanlights, side lights, roof slopes and shutters. Everytime I found something that looked right I measured it and drew a picture. Before long all the details of the house were clear. The roof slope was going to be gentle and low. The cornice was going to be deep, the eaves boxed in. The shutters were going to be slatted. The small-paned windows were going to be of crinkly glass. (Guess where we found those! Listed as cow-barn sashes in a mail-order catalogue!) Oh, yes, there was going to be a big chimney plunk in the middle to hold the roof on tight.

uite by accident, while we were mulling over these smaller details, we found the answer to the large one. By placing part of the house at right angles with the rest, we could make a stumpy, L-shaped plan. As easily as that, the house stopped looking like a boxcar and started looking like a home.

A friend came in to help us lay the foundation timbers, the corners, the upper plates and the rafters. After that we went it alone. For a week or two while we nailed up the plank walls we could hardly believe our progress. Now anyone could tell this was going to be a house, and a very charming one at that. Low and snugly hugging the hillside, it look just the way it should look. this rapid rate we'd be moving before the month was done!

We had all those pleasant dream while we put up the plank sides. Th vanished with the first boards laid on the roof. These were the sa boards that had shown us the sky the other house. Pulling them off h made them no more sturdy. H were rotten, and the rest as full old nails as a porcupine is full quills. To have one hold togeth long enough to saw and nail in pl was quite a feat. They were splic pieced, and patched until they look like a crazy quilt. All the small holes we first covered up w flattened tin cans and then nailed

We finished the roof with paper, the sort that comes in re and ought to be stretched on in sizzling July sun. Ours we put on November, by lantern light. We of our best to heat it behind the woo burning stove, but it had about much stretch as a graham crack

After that roof every new und taking went slower than the one I fore. For instance, there were the beautiful pine planks that were to the glory of our living room. H many people who rave about the pine floor boards ever have had nail them down! You'd think a hu dred years would be enough to bre their spirits. Not these! They s had wills of their own. They wanted to warp. We pried



ussed and pushed them together ntil the cracks were a quarter of an high wide. We drove nails into every nich all across each joist. It looked ke hemstitching, but they held.

The plank walls were just as roublesome in a different way. Each lank was a different thickness from s neighbor. This meant each piece f furring had to be individually ared to fit. Some were as thin as natchsticks, some as fat as ax hanles. It took weeks to get a single oom leveled for building board, and ven then there were still a few entle ripples. Outside we made no retense of leveling, and the clappards wove in and out like Indian acketry. That is, the clapboards ve had left. Half of those we salvaged om the old house, splintered when re nailed them onto the new.

We kept on making mistakes and atching them up in ways that carenters say aren't cricket. We got he chimney halfway up before we ound it was going to bisect the most mportant timber in the house. We ave it a twist and kept going. When the finished the bedroom we couldn't pen the closet door if we had twin eds. So we cut the door in two and inged it back on itself.

Someone gave us a big window hat was too good to throw away. We built a dormer to fit it that was igher than the roof. "Won't work," hid the carpenters. The dormer torked fine, but the window itself has so heavy we had to prop it open

with a broomstick. One day the stick slipped and the window crashed in a thousand pieces. Then we had to build a window to fit the dormer.

Halfway through the building we junked the house plans we had been using. We junked them on the advice of a contractor I wish we had consulted in the first place. The new plan was convenient, but it left us with a wall partition running to the center of a pair of windows, and our pine planks covering only half the enlarged living room.

Such mistakes are like your own baby's crooked smile. They merely add to his charm. People who see the house for the first time find it hard to believe it has not been growing there for the last hundred years.

They tell us it's just like the home they've always dreamed of owning. And weren't we "lucky" that we could find a house to tear down, or that we knew so much about building, or that we even had the idea. Just one practical soul hit the truth. He went to the attic and took one look at those tin-patched roof boards. He looked at them and he shook his head. "You say the whole house was built out of lumber like this? It must have been a lot of work!"

He was right. It was what people told us from the beginning. But we did get the house—and in spite of backaches we wouldn't have missed the experience for the world!



Your floors will be WARMER with

Radiant Ray* HEATING



When you select a hot water or steam heating system, you've made the happy choice of Radiant Ray Heating. Whether you prefer radiators, baseboards, panels or convectors, you'll enjoy the six essentials of winter comfort!

A Radiant Heating System produces the same kind of genial warmth you feel in a beam of sunshine. Its heat distributors are in effect miniature suns, which spread comforting, radiant warmth throughout your home.

Radiant Heat keeps your floors and walls at a comfortable temperature, because radiant rays travel in all directions from their source . . . penetrating and warming everything they touch. And it's a scientific fact that warm floors and walls are the first requisite of comfort.

No other decision will give you more lasting satisfaction than the right selection of a heating system. Before you decide, read the free booklet offered here.

*The warmth you get with radiators, baseboards, panels or convectors.



Now_A New Kind of Screening

rustproof! stainproof! never needs painting!
lasts a lifetime!



Don't fuss with screens anymore! Replace old screens with Lumite!

Millions of homeowners have been amazed at this revolutionary plastic window screening. And no wonder it's sweeping the country! Just think of having screens that will never rust, never rot, never corrode. Imagine screens you never have to paint or scrub clean—that never stain the sills or sidewalls of your house. Yes, here's an amazing new kind of screening (woven of Dow's SARAN) that's been tested the world over-and proved virtually indestructible! If it's time to rescreen, don't wait, order LUMITE at your Hardware, Lumber, or Building Supply Dealer's today!

For further information and free sample

write Dept. 35 Lumite Division Chicopee Manufacturing Corporation 47 Worth Street, New York 13, N. Y.



STAINPROOF! Guaranteed never to "bleed" or "run"—never to stain the sills and sidewalls of your house. LUMITE keeps its glistening fresh beauty always.

RUSTPROOF! Absolutely cannot rust or corrode in any weather or climate. Completely unaffected by hot or cold weather, water, sun, smoke, acid fumes, or, salt spray.





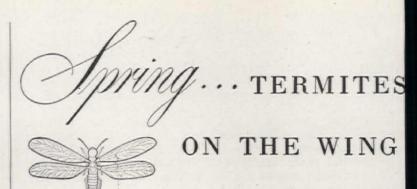
NEVER NEEDS PAINT-ING! Requires no protective coating. Any dust or dirt that collects on a LUMITE Screen can be wiped off in seconds with a damp cloth.

LASTS A LIFETIME! LUMITE is unbelievably strong —has greater impact strength than any other type screen-

—has greater impact strength than any other type screening by actual test. Lasts as long as your house.



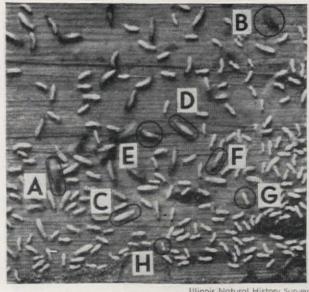
Screen once and for all with



As long as they're on the wing, you're

safe. The time for worry is when they

found a colony and come into your house



Illinois Natural History Survey

JAMES STERLING AYARS

Maybe the floors of your house aren't sagging. Maybe the plates, joists, and sills aren't honeycombed. Maybe the books in your library haven't been literally digested. Maybe the stair treads will not let you down the next time you step on them. Still, you've no reason to be complacent. Your home may be the handsomest mansion on the most desirable street in the most exclusive subdivision within a hundred miles, but it is not necessarily more secure against termites than the ricketiest old shack down by the railroad tracks. So, don't be complacent about termites-especially if you live in a wooded area. On the other hand, don't get jittery.

If you're complacent, the termites will get you. If you're jittery, look out for the unreliable termite man.

These are reasons why, if you're a homeowner, you should know a termite when you see one and be able to recognize its work, even when you don't see it. Except when they answer the spring love call, termites are very shy creatures and usually keep out of sight. In the spring, you may see them swarming, clustering near your basement windows. They are black insects that look like small, winged

Termite colony includes various forms or castes. We are most likely to see the swarming reproductive with its wings (A). When the same termit (B), drops its wings it goes into damaground to form a colony. The progent includes several types, but the onthat does the damage is the worke (G). Soldier (F) guards the tunner and colony against termite's enemed.

ants, except that they have lessender waists and wings that a longer, all four of them equal in s and more silvery in color.

One way of fighting dry-wood to mites is to remove the infested woo

Probably your chief termite we ries are caused by subterranean ground-nesting termites. These insective in shelter tubes, about the thickness of a very slender lead pencil, their own making. They don't corrup for air, but they must go some where for moisture. They seek morture in the ground, and in this characteristic is the weak link in their list habits. If that link is broken and ke broken, a termite colony, no matthow large, will soon perish.

It is a good plan to look over yo house once or twice a year for to mite signs, including the pencil-size tubes or tunnels that lead from the



 You may have termites as year-round roomers and boarders and never suspect their presence until your cellar steps or floor let you down. This is one example of termites' work. If this should happen in your house, the next step is to call in a reliable termite control company or else take some of the steps recommended in this article



A termite-control man points to a shelter tube that extends up concrete foundation wall to floor of dining room above. When well established in the floor, termites build tubes through a crack down to the earth. Drill is used to bore holes through concrete, then the poison is forced through rod and into soil beneath the floor.



 Poison is pumped into soil outside the house at various points. Equipment, besides çod, includes electric pump, hose and hose reel, and oil drum containing poison. For home control methods, see text



Hydro-Flo Heating

SENT FREE ON REQUEST

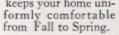
For snug winter comfort, there's nothing like the sunny warmth of radiant heat. And the way to have it at its best is with a B & G Hydro-Flo Heating System.

Whether you prefer radiant panels, baseboard units, radiators or

convectors, this mechanically circulated hot

water system will give you the finest in automatic, controlled heating. Hundreds of thousands of homes today are enjoying Hydro-Flo comfort, convenience and econ-

You'll find the booklet, "Capture the Sun," alive with interesting and vital information-a genuine help in selecting a heating system as modern as your new home. It will show you how B & G Hydro-Flo Heating accurately matches the heat supply to the weather . . . keeps your home uni-





Here's the Plus Feature!

Feature!

Abundant hot water! The Water Heater of a B & G Hydro-Flo System provides an ever-ready supply... for clothes and dish washers... for baths and showers ... all year 'round' and at trifling cost.

Adaptable to Any Hot Water Heating Boiler

The simple, dependable equipment of B & G Hydro-Flo Heating can be installed on any hot water heating boiler, whether oil, gas or coal-fired. Ask your architect or heating contractor.

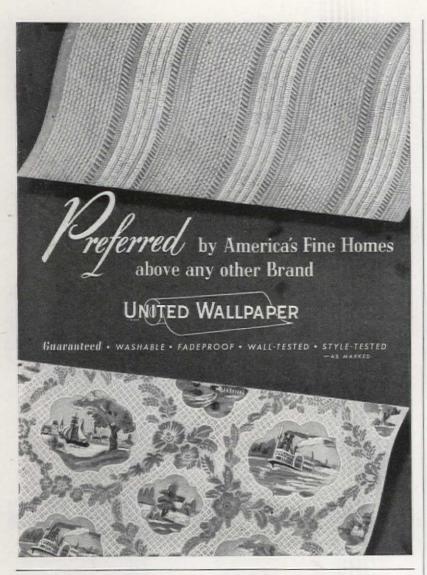


You'll be delighted with the economy of B & G Hydro-Flo Heating . . . keeps fuel cost at rock bottom.



BELL & GOSSETT
Dept. AM-29, MORTON GROVE, ILLINOIS
Send at once your free booklet on B & G Hydro-Flo Heating

Name			
Address			
City	Zone_	State	*REG. U. S. PAT. OFF



earth, usually over or through the masonry, to the wood on which the cellulose-loving insects feed.

To do a really good inspection job, you must slip into a pair of old coveralls, provide yourself with a flashlight and screw driver, or ice pick, and take yourself to the basement. You must be especially conscientious about crawling into all the dark corners that are hard to reach and should look, first of all, for the pencillike tubes. Then you should probe in search of boards and timbers that show signs of disintegrating. Next, look along the inside foundation of house, where wood meets masonry. Then make an inspection of the foundation outside.

If you find signs of termites, one of two assumptions is plausible: either that termites are present or that termites were present and have gone. Some termite colonies live only a short time, others long and lustily.

The moment you find termite signs, is the time not to get jittery. You must decide either to treat or not to treat. If you decide tentatively that the termites have died long since and that treatment is unnecessary, you should examine your house again within a few months to make certain.

If you find termites alive and chewing in your home, you are then faced with the problem of how to treat the condition. If you have a strong back and not too weak a mind, you can do the work yourself. If you have (not

just think you have) skill in judging human character, you can call a pestcontrol operator for the job.

Now, some pest-control operators are as honest as you are-more so, if that's possible. They know their business. If they fail to get rid of termites with the first treatment, they'll try again without cost to you, and they will not try to make you think you don't have termites when you have.

Maybe your house was built in such a way that you or the termitecontrol man will have an easy time getting rid of the wood-eating insects. Maybe it was built with so-called "termite shields". Such shields are a good defense against termite attack if they are made of unbroken metal or poured concrete that actually separates all wood structure from the ground. But termites are resourceful little creatures and have a way of building their runways or tubes over even the best-constructed shields. You should inspect these shields, both inside and outside the house, once or twice a year, for signs of the insects. After all, the only real benefit of shields is that they force termites to build their shelter tubes in the open where they can be easily seen and destroyed. In a building without shields, or with shields that leave even the smallest avenue between the ground and wood, termites can enter the voids between the walls and do deplorable damage before their presence is even suspected.

You will be fortunate if the termite-



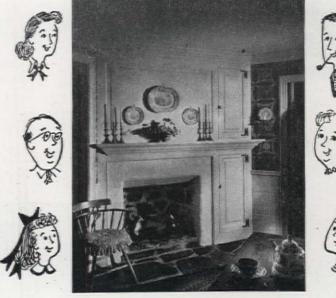
he modern woman doesn't wait for company in order to set a beautiful table. Her "Sunday best" and her "company manners" are for the every-day enjoyment of her family. She burns Taperlite candles on the table every night because they add a touch of beauty that lifts dining onto the high level of a festive occasion,

A warm and intimate light, Taperlites flatter her beauty, help to develop the aesthetic sense of her children, add a spice of sentiment and cultured grace to her routine of living.

• The patented Firm-Fit end keeps TAPER-LITES from tipping and dripping. See them in lovely decorator colors at your favorite department, drug, housewares, grocery or gift

*Reg. U.S. Pat. Off.

WILL & BAUMER CANDLE CO., INC., SYRACUSE, N. Y. Candle Craftsmen for 93 Years





GET YOUR HOUSE MEASURED FOR SMILES

Want more smiles in your happy home? It's easy when you bring the warm cheer of the lovely Western Pines* to your hearthside.

There are hundreds of places where these soft-textured, glamorous—yet extremely durable—woods can bring glowing light to drab spots. Use the radiant Western Pines in their natural loveor finish them in various ways to flatter any surroundings. Here's practical beauty for you to command!

If you would like to see how others have added smartness to their homes, economically, just send for your free copy of "Western Pine Camera Views." This stimulating booklet is crammed with Pine Camera Views." This stimulating booklet is crammed with pictures and ideas—and it's free. Write: Western Pine Association, Dept. 227-F, Yeon Building, Portland 4, Oregon.

THESE ARE THE WESTERN PINES

- *IDAHO WHITE PINE
- * PONDEROSA PINE
- *SUGAR PINE

control operator you finally select has been trained in both entomology and building construction. Some companies have both. But even though your community doesn't have collegetrained pest-control operators, there are probably one or more reputable companies able to do effective work at a reasonable price.

Virst of all, consult your local better-business bureau or chamber of commerce. It may have a list of reputable pest-control operators doing business in your community. Termites cannot chew up your house in a day. A delay of a few days or even a month, while you look around for a reliable termite-control company, will be time well spent. No reputable pestcontrol operator will try to scare you into treating your house within the next twenty-four hours.

If possible, ask for bids from two or more competing companies. Be sure the work specified in all bids is comparable. Termite men may not agree on the work that needs to be done. Some may recommend reconstruction of your building to keep out termites after those present have been killed with poison. Damaged wood may need to be replaced. As construction work is costly, you should make due allowance for it when you consider bids. You may have to be the judge as to whether reconstruction work is justified. The lasting effect may justify the expense.

Ask the bidders what chemicals they will use in treating your house. The termite poisons commonly are trichlorobenzene, pentrachlorophenol, and sodium arsenite. You should regard with suspicion any bidder who claims to use a secret formula.

If your bidder, like many others, gives a written guarantee to keep your house free of termites for five years, and is both willing and able to make good his guarantee, his bid for a complete chemical treatment should be about \$150 to \$225 for an average six-room house. If the bid is much lower, your bidder is probably an inexperienced operator who does not realize the work required to give "complete protection" against termites. If the bid is much higher, and involves no reconstruction or replacement of damaged wood, your bidder is simply gunning for an unfairly large slice of your checking account.

Before you sign any termite control contract, read the contract carefully to see that it provides for all you think it is offering. Then assure yourself as best you are able that the successful bidder can and will live up to the contract.

Because you live in your home, you can take a chance on the try-and-tryagain method of treatment. In other words, you do not treat the entire building at once, as the professionals do, but treat it piecemeal until you have destroyed the infestation. You start by locating, as best you can, the headquarters of the termite-the

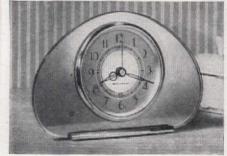


Charming Early American design-the Seth Thomas* Sharon, in Colonial mahogany finish on birch. Strikes hours and half hours. Electric or springwound. Height, 14 1/2 ins.; width, 9 1/8 ins. \$37.50.

A cherished possession ... or a thoughtful gift... **SETH THOMAS** - the finest name in clocks



DURHAM MANUFACTURING CORPORATION





Give a "new look" in clocks-the Sequin, modern clock with peach-tinted mirror glass, brushed copper dial. Self-starting electric. Height, 4 % ins. \$12.50.

Distinguished Buckingham. clock in solid mahogany. Self-starting electric. Height. 71/4 ins. \$22.50.

Write for booklet-

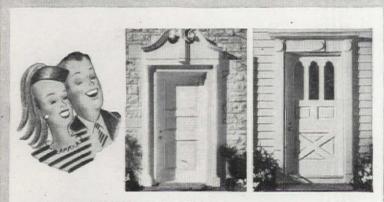
SETH THOMAS CLOCKS, THOMASTON, CONNECTICUT A Division of General Time Instruments Corporation

Folding all-steel frame

card tables in a choice of patterns for as low

as \$3.95

Have fun choosing WOODWORK for gracious living!



which entrance? Which shall it be for your home—classic dignity or charming informality? Curtis offers you your choice in a wide variety of styles. At the left is design C-1701—a broken scroll, pediment type entrance of rare beauty. At the right is Curtis design C-1764, simple and friendly for the house that must meet a budget.







WHICH MANTEL? Like a touch of modern in your mantel? Then you'll like the one at the left—Curtis design C-6067, with its graceful contemporary simplicity. Or, if it's Colonial coziness you want, you'll choose Mantel C-6055 at the right—a traditional style of untiring beauty. These are only two of the fifteen Curtis mantel designs.







WHICH CHINA CLOSET? Just the thing for a nursery or rumpus room is the sturdy case at the left—Curtis design C-6552. And the dignified little case at the right—design C-6556, with attractive glazed door—will add to the beauty of living room or dining room. Both are made for corner use, too.



SEND FOR THE NEW CURTIS WOODWORK IDEA BOOK!



Curtis Companies Service Bureau
Dept. 256, Curtis Building, Clinton, Iowa
Gentlemen: Please send me your new Woodwork Idea Book. I enclose 10 cents
Name

Address

City.....State....

place from which they enter the house-and apply a soil poison to that spot. If the source of infestation seems to be outside the building, you dig a trench along the outside of the foundation to a depth of about half the height of the foundation. Using a sprinkling can or other convenient container, you pour a soil poison along the bottom of the trench and give it time to percolate into the soil along the foundation wall. Then you shovel back part of the earth you have removed, apply more soil poison, and repeat the process twice more until you have the trench filled. The length of the trench along the wall will depend upon the extent of the infestation--and your energy. Most of the soil poisons used by the professionals are available to you. Costs of poison alone will range from about \$15 to \$25 per 100 cubic feet of soil treated.

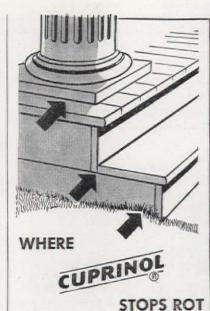
You may need to treat the inside of the foundation, too. If your basement floor is of concrete, you will need to make holes in it with a star drill, about every two or three feet along the foundation, and pour an odorless or almost odorless soil poison into the voids before you are able to check the insects off your list.

You will also save time, blisters and headaches if, before you have gone very far in your home treatment, you appeal for detailed information from the United States Department of Agriculture, your state experiment station, or the entomology department of your state university.

If you have a small bucket pump and more than average ingenuity, you may be able to devise probes similar to those used by professional termite eradicators and thereby save yourself and your shovel needless digging of trenches around your foundation.

The last word on termite control is still to be written. Experimental work to discover new and better means of controlling the celluloseeating insects is being conducted constantly by industrial organizations, the United States Department of Agriculture, and such research and educational agencies as the Illinois Natural History Survey, the Purdue Experiment Station of Indiana and the University of California. These same agencies are in some measure directly responsible for improved standards among professional termite eradicators. Purdue University, Rutgers University, and the University of Florida are only a few of the universities that conduct short courses of instruction for pest-control operators. At annual meetings, the pestcontrol operators themselves work hard to raise the standards of their trade and often call in entomologists from state universities and research agencies to help them.

At its best, termite control is an expensive and laborious operation. But it is far less expensive and laborious than repairing the damage done by termites that are allowed to chew at will in and around your home.



At the base of columns, at joints on porches and steps, where wood touches the ground—treat it with Cuprinol Wood Preservative before you paint, to stop rot and termites. Easy to apply by brush, spray or dip, Cuprinol is the practical protection for house, garden or other wood construction against rot and termites. Use it under paint or by itself.

Cuprinol is carried by hardware stores, lumber dealers and marine supply houses in three types: Cuprinol Wood Preservative, Cuprinol Fabric Preservative, and Cuprinol Rope Preservative. If you cannot find it locally, order direct—quart \$1.25; gallon \$3.45. Or write for full information.

CUPRINOL Division, Darworth, Inc. 8 Maple Street Simsbury, Conn.



BIRD HOUSES

Designed by America's foremost bird authority—a model to attract every desirable song bird. Quality built, exclusive features.



Add charm to your garden. Befriend birds and they will rid your premises of insects. One martin destroys 2000 mosquitoes a day.



DODSON'S FAMOUS SPARROW TRAP The humane way

to get rid of these pests. Writes one man "Well pleased with trap. 26 caught today and season just opened." Made of strong, welded tin wire. Will last for years. Empty trap once a day, releasing good birds. Size 36x18x12". With Receiving Box \$16.50 f.o.b. Kankakee.

Send for free Catalog. Our Bird Lodge, 50 miles south of Chicago is always open. Visitors welcome.

JOSEPH H. DODSON CO., 810 Harrison Ave., Kankakee, III.

HEMSTITCHER



demstitch on any sewing machine with his handy attachment. Does two piece, riss-cross, inlaid, circular and hemtitiching for pleats; also tucking, smockng and picoting. Makes rugs, comforters, lippers, etc. out of any material. Easy irrections included.

BUTTON HOLER



Makes button holes on your sewing machine instead of by hand. Also darns stockings, sews buttons, rippers, and can be used for quilting. Sews in any direction — front, back or sideways. SEND NO MONEY — Merely send

Op plus postage on arrival. Or, send \$1.00 with order, and we mail chments postage paid. You risk nothing. Satisfaction guaranteed or money back.

ARBORVITAE

8 to 12 in. Sent postpaid at planting time. Free "Evergreens" folder, write MUSSER FORESTS, Inc., Indiana, Pa.



Add this Beauty

Open your home to the new, refreshing beauty of Mengel Flush Doors.

Whether you're building a completely new home or just remodeling and modernizing, you'll find these beautiful modern doors blend perfectly.

Choose any decorative scheme . . . the warm beauty of luxurious wood paneling . . . the charm of painted or papered walls. Whatever you want, there's a Mengel Flush Door to add just the right touch to your home

Faced with genuine native birch, Mengel Flush Doors can be stained or finished "natural" to permit their handsome wood grain to show to advantage; for painted doors, Mengel Flush Doors in Southern gum take paint perfectly.

But there's more than beauty to Mengel Flush Doors. There's convenience, too. Their smooth surface is easy to keep clean. They have no panels to harbor dust and dirt.

And . . . although they're light in weight . . . Mengel Flush Doors are extraordinarily strong and durable. They are precision-made by skilled wood-craftsmen in the plant of one of the country's leading manufacturers of fine furniture. The patented Insulok core makes them permanently sag- and warp-free . . . giving you a lifetime of easy, positive, trouble-free service.

Surely such doors are a bargain at any price. Yet Mengel Flush Doors are within the reach of even modest budgets.

We'll be glad to send you our illustrated booklet, "The Door to Charm." There's no charge, no obligation. Simply mail the coupon today.





Mengel Flush Doors and Weldwood Plywood are products of The Mengel Company, Louisville 1, Ky., and United States Plywood Corporation, New York 18, N.Y. Branches in principal cities, including Toronto, Canada



UNITED STATES PLYWOOD CORPORATION

Box 61, New York 8, N. Y.

Please send me free, full-color booklet, "The Door to Charm," giving detailed information regarding Mengel Flush Doors of Weldwood Plywood.

Name	
Address	
	A. I
City	State

NOTE: Weldwood Plywood is again available in a wide variety of popular hardwoods.



INCHES from WALL



GAS FURNACE

- safe in close quarters

YOU DON'T NEED a cellar or a big furnace room for a General Electric Gas Furnace. Just tuck it into a corner, an alcove or a closet. It fits snugly within two inches of the wall.

GENERAL ELECTRIC FEATURES

- 1. QUIET HEAT-no popping of heating element. It's made of cast iron to cut out annoying crackle and pop when unit heats up or cools off. Be sure your furnace has this important feature.
- 2. L'ONG LIFE—corrosion resistant heating metal. Don't worry about corrosion from moist, salty air. The cast iron G-E Heating Element resists corrosion . . . lasts longer. Adds years to the life of your furnace.
- 3. GENERAL ELECTRIC manufacture . . . Every part of the General Electric Gas Furnace is G-E designed, G-E built. That's why you can be sure of years and years of efficient, trouble-free heat. General Electric Company, Air Conditioning Dept., Section 8244, Bloomfield, N. J.



Automatic Oil and Gas Heat

General Electric makes five kinds of Automatic Oil and Gas Home Heating: Oil-fired Boilers, Oil-fired Warm Air Furnaces, Oil Burners, Gas-fired Boilers, Gas-fired Warm Air Furnaces.

FOR YOU

AND

FOR ME!

Julie Frease Neel

For years people with limited means have had to shy away from costplus building. Even people with unlimited means became a little queasy at the thought of building on a costplus basis. This was only natural, because it was impossible to know in advance how much a house was going to cost. The contractor, under this system, charges whatever his bills are, plus a percentage of cost or a fixed sum as profit and, sometimes, a smaller percentage for "overhead". But, nowadays, a builder often considers himself an angel or a fool if he accepts a building job under a lump sum contract. This method assures the homeowner that his house will cost a specific amount. But the contractor is taking a long chance that materials will be available while he is building and that they will cost approximately the same amount as they did when he made his estimate. The natural thing for a builder to do under present circumstances, then, is to make his quotation high in order to cover possible increases in material and labor costs and other difficulties with which a builder is faced.

The result of this is that many people are going back to the costplus method of building, but with the addition of a clause fixing a maximum cost guarantee. The contractor, thereby, agrees not to exceed a certain predetermined figure and, should he build the house for less than that maximum figure, he will return 75% of the saving to the homeowner and retain 25% for himself. This method is supposed to be an incentive to the contractor, because the 25% he receives



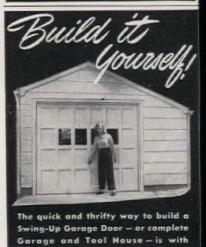
• The NEW MET-L-TOP with its seven leg adjustments is easily, quickly adjusted to just the right height for ironing comfort for short, medium or tall women. By reducing back strain, arm strain and general ironing fatigue it SPEEDS and EASES ironing.

In addition, the new ADJUSTABLE HEIGHT MET-L-TOP has all of the timetested features of the "original" all-metal ironing table - mirror-smooth, white enameled, heat retaining, ventilated top; fire-proof, warp-proof, wobble-proof plus the useful ProtectoRest. The new AD-JUSTABLE HEIGHT MET-L-TOP sells for only \$10.45.

Standard model \$8.65.

For best results use MET-L-TOP pad and cover set. Tailored to fit.

MET-L-TOP Division
GEUDER, PAESCHKE & FREY CO.
Milwaukoo 3, Wisconsin



EASI-BILD* PATTERNS

Don't wait! Build a framed plywood door using Stanley Floating Swing-Up Garage Door. Equipment — or the whole neat garage and tool house — with Easi-Bild Patterns. Assembly illustrations show location of members patterns simplify angle cuts — step-by-step directions guide you — all-inclusive list of material sizes. It's a cinch! Order now!

No 86 Swing-Un Garage

attern No. 113 Garage &	
MAIL COUPON	[STANLEY]®
	HARDWARF - HAND TOOLS ME

TODAY	
Easi-Bild* Pattern Co. ELECTRIC TOOLS Pleasantville, N. Y.	
Enclosed is \$for the following: () No. 86 Swing-Up Garage Door Pattern () No. 113 Garage & Tool House Pattern	
Name	
Address	
City	

*Trade Mark, Copyright 1948, Easi-Bild Pattern Co.

More than ever ... America's finest ... easiest-to-use ... most economical interior paints!

Glidden's Finishes 2 Spread Finishes

by Glidden's exclusive process—proved for more than 2 years, from coast-to-coast; easiest-brushing enamel in history; unexcelled hard, smooth, lustrous finish; outwears ordinary enamels; washes like a china plate; sensationally odor-free; the perfect wall finish for kitchens, bathrooms, halls; reduces with water—which gives you an extra quart of enamel with every gallon.

5PRED - Flat... the original suede-like oil-resin paint specially processed to mix with water; an ideal, glareless, luxury finish for living rooms, dining rooms, bedrooms; easily applied over most surfaces, including wallpaper; exceptional cleaning qualities; flows on remarkably fast; dries in 30 minutes; no painty odor; one gallon makes 6 quarts of paint.

LEARN HOW TO USE COLOR PROPERLY: 48 pages of interesting, useful suggestions for using practical, harmonizing colors in your home are shown in Glidden's new book, "The Key to Color Harmony in Your Home." Send 25¢ (in coin) to The Glidden Company, Dept. A-4, Cleveland 2, Ohio (or ask your Glidden dealer).



Free details on this interesting kitchen are yours for the asking. Just write The Glidden Company, Dept. A-4, Cleveland 2, Ohio.

Glidden

Pacemaker in Paints

You can buy any Glidden Paint with confidence because when it's Glidden it's good!...SPEED-WALL for walls and ceilings; JAPALAC and RIPOLIN enamels for woodwork, trim, furniture; FLORENAMEL for floors; ENDURANCE house paint.





is clear profit. However, the contractor's estimate in this case, too, may have been high to begin with.

Any contractor wants to maintain his good reputation and, therefore, he must follow the specifications or risk losing his license. Like anyone else, a contractor is in business for profit, and in times like these he is not likely to give any "extras" to the home builder. So, when you build, seek a reputable contractor.

Local chambers of commerce have lists of leading builders. Try and see some of the houses these builders have under construction and look at the quality of materials and workmanship. You won't profit by this unless, first, you read some of the excellent books and magazine articles on the subject. Otherwise, all studs, joists, and sheathing will look alike.

Before the war it was not only less costly, but much simpler to build a house. A rough sketch was given to the contractor and was soon transformed into working drawings and specifications-an accurate bid for your approval. Today, all that is changed. Most contractors haven't the time to work up drawings and specifications for their clients. So, when you want to build, it is much safer and more economical to have an architect make you a complete set of plans and specifications, and then submit these to three or four contractors for competitive bids.

As for specifications, one clause might state: "Floor furnace, 35,000 B. T. U. capacity," or the clause might state: "Miracle Heatray floor furnace, Stock No. X34579, 35,000 B. T. U." In these times it is advisable to add to such a specification a phrase reading, . . . or equal as manufactured by . . ." and then name several reliable manufacturers of floor furnaces of equal cost, quality, and output.

It is important to include in your specifications every item that the contractor is to furnish, because the contractor has the right to-charge extra for any additions or changes. As the construction progresses, you're bound to find changes that would make your house better. You can make yourself miserable by checking on the progress of the house every evening. If you enjoy watching a house a-building, visit all you like. But don't yield to the temptation to make a change every time you visit. This will cost extra money, because the contractor charges extra for all such changes. These days, no one in his right mind wants to pay for any extras when building an expensive house (and all houses are expensive these days). The worst part of making changes while construction is in progress, though, is that more than likely the changes will ruin the design of the house; it never will be a wellplanned house. So, it's far better to plan your house before you start to build. If you are the "changey" type, best take a vacation for several

months while the house is going up!

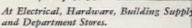


Fairfax...the sweetest, smartest knock er chime that ever dressed up a door

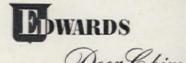
And small wonder! The Fairfax i electronically tested for tone. It's done

up right (and bright) in weatherproof brass. Inside the door, handsome "last-look" mirror conceals chime mechanism.

Easy to install. Nonelectric, only \$7.95.



EDWARDS & CO., NORWALK, CONN.







Order Direct Only \$2,50 pt

lliustrated, rectangular Tel-Sec (5* x 7 1/2*) \$2,50. Oval base (5* 6*) \$2,95. Round base (5 1/2* Dia.) \$2,96. Executive size (5 1/2*x9* \$3,95. postpaid, No C.O.D.**

LANKO INDUSTRIES SALES DIVISION (Exclusive Distributor)
6774 Toft
Dept. C-4
(Copyright 1948 by Frank J. Ingram)

Wanted **BROKEN JEWELRY**

WRITE FOR FREE SHIPPING CONTAINER
Dept. AH, Helland
Bldg., St. Louis, Mo.





ILLUSTRATED: KINGDOM, the oustanding carpet, exclusively MAGEE'S. Made in Grey, Beige, Green, Rose, Peach and Blue. Quantities limited - but increasing.

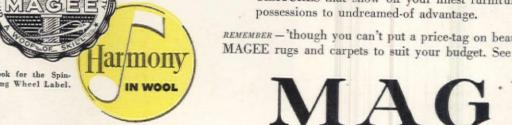
Traditional... Period... Modern ... YOUR ROOM STARTS WITH YOUR RUG

Smart living demands an accent on style. Wise decorators choose MAGEE carpets - for STYLING that fits into any room setting, distinctively traditional or functionally modern ...

COLORS that blend with any scheme-to make small rooms more spacious, to fill large rooms with new tones of warmth . . .

TEXTURES that show off your finest furniture, your priceless heirlooms and cherished possessions to undreamed-of advantage.

REMEMBER - 'though you can't put a price-tag on beauty, you can always find a full selection of MAGEE rugs and carpets to suit your budget. See them today . . . at all dealers.



MAGEE Rugs and Carpets

THE MAGEE CARPET COMPANY · MILLS: BLOOMSBURG, PA.





Magee Rugs and Carpets Make A House A Home



For a Change... TRY SOMETHING VERY NEW!

EXCITING PRINTS-bold plaids for kitchen or den; delicate florals for a little girl's room, perhaps; circus themes to decorate a playroom; all in the new line of Columbia Pyroxylin shades. These excellent quality shades defy dust and rain, can be wiped free of dirt, even washed. Ask to see Columbia's "something new" in shades-they do so much for your home, yet cost you so little extra.



COLORFUL PLAINS - A wide, rainbow range of decorator-colors make Columbia Pyroxylin Plains "something very new". Match them boldly to your color scheme and see how important they make each window look. Made of fine cambric for long wear, quick cleaning (actually scrubbable).

Here's window shade beauty

Choose Columbia Pyroxylin shades of fine-quality cambric for their high-

fashion colors, their color-splashed prints . *. for "CCC"-Columbia-Controlled-Construction-which means perfect performance. See them today at your local Columbia Authorized Dealer.

WINDOW SHADES

VENETIAN BLINDS-LACE NET CURTAINS-LACE DINNER CLOTHS THE COLUMBIA MILLS, INC. . 225 FIFTH AVENUE, NEW YORK 10, N.Y.

SHARE and SHARE



r. and Mrs. chests" solve problem of one dresser for two persons. Mahogany twin chest by Drexel assures equal "sharing", takes little space. Matching pieces available



Same idea, but two separate chests used together. More drawer space is gained. Wood is mahogany; other pieces in suite are same height, can be interchanged. Permanized construction guarantees durability. Mengel Furniture Co.



Modern and Provincial styles are blended together in sixdrawer chest by Tomlinson of High Point. Top drawers have adjustable partitions, sliding trays. Named American Informal, pieces in fruitwood finish

Handsome double dresser of solid Honduras mahogany has dustproof drawers, waxed inside; trinket trays in top drawers. 5 feet long, from open stock Asheville Colonial group by Morgan Furniture Co.

Ming-sized double chest in French provincial manner is beautifully made, authentic in all details even to heavy hardware. Twelve drawers; of special interest to women is bank of four small drawers in center to hold small articles. By Widdicomb Furniture Co.





THE AMERICAN HOME, APRIL, 1948



See what's happened

TO VENETIAN BLINDS!

Color, color, COLOR, striking, subtle or soft, is the big news in Columbia Venetian Blinds today.

"Unifies your room" say decorators. Yes, Columbia's high style array of greens, blues, whites and greys can be matched or contrasted with any color scheme, can pull a room together with

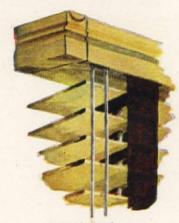
huge success!

"Newest thing in years", say the designers of Columbia's latest Venetian Blinds, thanks to the mechanical perfection that makes them a wonder of workability! For example:



 handsome headbox, dustproof, rustproof and decorative, completely encloses all working parts.

- plastic-coated slats for easy cleaning.
- tape removal clip at top and bottom, makes tape-changing quick and easy.
- Columbia's Snap-Stop prevents blind from rattling, banging when window is open.
- Automatic safety stop holds blind where you want it — no chance of slipping down.



Here's the handsome full-enclosed headbox

These new Columbia Venetian Blinds are yours in steel or aluminum slats—available at your local Columbia Authorized Dealer.

Columbia VENETIAN BLINDS

WINDOW SHADES - LACE NET CURTAINS - LACE DINNER CLOTHS
THE COLUMBIA MILLS, INC. • 225 FIFTH AVENUE, NEW YORK 10. N.Y.



while using Tampax!

Please read the above words again and then think back to older kinds of monthly sanitary protection. Think of the belts and pins and external pads and then contrast all this with the simple, internally-worn Tampax. It's as small as your littlest finger, yet so absorbent and efficient that it's a great credit to the physician who invented it.

Made of pure surgical cotton compressed in slim, white applicators, Tampax is easily inserted and is unfelt while you are wearing it. No odor is caused with Tampax, nor any chafing-and of course it is invisible under a dress or skirt. No bulges, no edge-lines. At disposal time, you will find Tampax about 1/15 the bulk of older kinds.

When those "horrible days" arrive in your life next time, be ready with a supply of Tampax-at your drug or notion counter in 3 absorbencysizes: Regular, Super, Junior. You will find Tampax will give a real lift to your state of mind! Tampax Incorporated, Palmer, Mass.





 Use of only one patterned fabric repeated several times in small bedroom shows good decorating knowledge combined with real Texas horse sense. Plaid is blue and white; bed skirts, pillow shams plain white muslin. Details: lamp bases covered, shades piped in plaid fabric; headboards are drawn on wall with pastel crayon

SPECIAL to Clip

Dallas apartment in wartime housing project has personality plus

in spite of boxlike rooms, plain walls, poor plumbing



 No window over sink. Mirror with fabric ruffle fools the eye, reflects real window across room, relieves staring at blank wall

DOROTHY MONROE

mergency housing apartment buildings have mushroomed all over the country. Most have been built when contractors were pressed for time and materials. Rooms are small, walls and ceilings almost invariably off-white, plumbing fixtures of ugly iron. Unsightly makeshifts or cumbersome radiators supply the heat. But they are places to live, emergency or full time.

It's a wise tenant who knows how to decorate these apartments to minimize their shortcomings and still keep a grip on the family budget. There are a few decorating tricks clever designers have worked out which can help you; by investing a bit of money on decorations which push the walls back (and which you can carry with you later) you can get a dividend in happier living.

Decorator Beatrice West has done just that in her apartment in Dallas which is a typical wartime-built housing project. She gains a semblance of breathing space in tiny rooms by selecting a light, cheerful color scheme, by smart use of mirrors, by using design judiciously in her living-dining room, bedroom, kitchenette, and bath.

Walls and ceilings in the apartment remain white.



 Mirror panel adds space, light to room. Do not have mirror glued to wall if you want to salvage. Glazier can install with screws, clips, to permit removal and installation in other home



• Woodweave screen with airbrush design hides unsightly radiator. Chair is covered in length of men's suiting from Mexico. Average-sized furniture appears crowded in room less than 12 feet in width



O Decorator West salvaged aluminum from scrap heap to make long valances across end of room. Cut with tin shears, border design is punched from reverse side with nail. Shaped board is backing

a fiesta of fabric loveliness for spring home decoration



From the lushness of tropical jungles – the fire and flash of fiesta days – the rhythm of the samba – came this gay

Roomaker Fabric for draperies and slipcovers with the animation and sparkle of a modern South American screen print. Abstract leaves and ferns in five gorgeous color combinations, with a striped fabric to correlate. Vat dyed and pre-shrunk within 2%. This is merely one of the Roomaker Spring Fabric array – an extravaganza of color and pattern loveliness to inspire you to new heights in home decoration.

Guaranteed by Good Housekeeping

© 1948, Seneca Textile Division of United Merchants and Manufacturers, Inc., 91 Franklin St., N. Y.

ROOMAKER

FABRICS MAKE THE HOME

This label identifies the Roomaker Family of standard curtain and drapery fabrics



The monotony is broken and space seemingly doubled by the use of a large mirror panel in the living room. Colors, light in intensity-yellow and green-are planned for the long, dry Texas summers.

A pair of Mexican tin niches on either side of the door to the kitchen hold fat yellow candles. On the opposite wall is a mirror with decorative tin frame flanked by inverted tin dustpans holding ivy. Windows in the end of the dinette and living room look wide and sunny; yellow textured cotton makes draperies, hung from the ceiling on the walls to leave every inch of windows visible.

An aluminum scrap heap furnished material for valances across the ends of the room, above the windows and flush with the ceiling. Mrs. West snipped them out with the tin shears, punched a border design from the reverse side with a nail. They're lighted from behind with fluorescent bulbs. Mirrors, tin craft from Old Mexico, and metal valances all give a play of light in the room for a feeling of spaciousness.

ff-white Mexican wool rugs are used on the floors. Furniture of modern design in bleached mahogany gives a seeming spaciousness with both design and coloring. The glasstopped table in the dinette is placed in front of the windows and is pulled to the center of the room only when it is being used. Basket-weave design on chair backs and small server are also airy in feeling.

In the living room two chairs are covered in textured cotton of cactus green with yellow moss-fringe trim. An occasional chair of bleached mahogany has back and seat cushion covered in a length of wool suiting woven by the Indians in New Mexico. which repeats the color scheme of green, yellow, and red in indistinct stripes. Only one pattern is used in this room. The comfortable couch against the wall under the large mirror is covered in cactus green, has seat and back covered in a bold red pattern on a yellow background.

The same color scheme is used in the kitchen in a vitamin print. Wall space above the sink is camouflaged to look like part of the window by using a mirror, a glass shelf with plants. The whole room is given a bright outlook by using the gaily printed cotton valance around the entire room. Ugly iron faucets are more decorative with bright-red paint.

Space is gained in the tiny bedroom by placing single beds against opposite walls. Each has a simulated couch back-really an outline drawing with crayons . . . decorative and spacesaving. Spreads and pillow shams are made of blue-and-white plaid cotton. A valance board, covered in the plaid, frames both windows, making them appear as one large opening. A builtin bookcase, running the full width of the room under the windows, furnishes much-needed storage space and makes the room into a study.



WITH SABEL CURTAINS the homemaker has the distinctive window charm she prefers without sacrificing practical laundering ease. For SABEL Curtains launder lovelier-without starching-without pin stretching - and renew to springtime freshness with a quick, easy ironing.

Beguilingly ruffled or classically tailored styles in traditionally fine fabrics. Kendall Mills, Division of The Kendall Company, Walpole, Massachusetts.







DESIGN NO. I 10-inch STEUBEN-VILLE CHINA PLATE

PRICE

Design NO. 2 #2 SUPPER TRAY

PRICE



National Photo Service & Supply Co., Inc.

ART GIFTS

our local gift shop can't supply you our product, write for illustrated lar 448 of 100 beautiful subjects.
HOUSE OF DAVID ARTS



...a room that's ready for anything, and beautiful, too! Here sturdy cotton slipcovers take a color cue from bright plaid draperies to create a made-for-each-other look... two smart fabrics with lots of wear and good looks woven into every yard. Call on Burlington House Fabrics to do the job at a budget price when you plan a utility corner in your own home.



Send fust 10% for this exciting 16-page bome decorating booklet (10½" x 7½") featuring dozens of working patterns and new ideas for your bome plus 6 beautiful room portraits in full color.

DRAPERY FABRICS

SLIPCOVER FABRICS • UPHOLSTERY FABRICS

NYLON CURTAINS . TABLE DAMASKS . BEDSPREADS

Burlington Mills
"Woven into 8 the Life of America".



leading stores.

Timeless Cherry

... SOLID, SOLID WOOD for enduring charm

and beauty ... fashioned by HAND AND HEART into living American masterpieces... heirloom pieces for TODAY AND MANY TOMORROWS. Willett Wildwood

Cherry is softer to the touch, warmer and mellower to the eye - and its warmth and mellowness

increase AS THE YEARS GO BY.



CONSIDER H. WILLETT, INC. · LOUISVILLE 11, KENTUCKY

DON'T BE

ABOUT FLOWER ARRANGEMENTS



Dullness is impossible—with Vera Dunn's woodenware planters.

A trainload of succulents. Hen and Chickens, is on right track



In character with flowers that bloom in the spring is a leghorn hat with casual ribbon streamers. Glass bowl with holder fits into crown, holds daisies, cornflowers, anemones



nly a misanthrope would see nothing amusing about the motherand-daughter theme carried out in casseroles of foliage plants

102

Styled by Holmes for Better Looking Floors

Random Tex

ALL-WOOL LOOPED PILE
IN VARYING HEIGHTS
BRINGS FASCINATING
CHARM AND BEAUTY
TO YOUR INTERIORS

High fashion comes to every room in your home when you choose Random Tex, either as wall-to-wall carpeting or as room size rugs.

The high and low looped pile catches highlights and accents shadows to give a new depth of tone, impossible to achieve in smooth surface carpet.



ness to your home when
you lay harmonizing shades of
Random Tex in adjoining rooms, in
halls and on the stairs. For delivery
fairly soon, place your order early
at your favorite store featuring
Holmes Broadloom Wilton.

See the B.H.F. Colors

(Basic Home Furnishings)

Great Smoky Gray Shenandoah Green
Alamo Tan Great Lakes Blue

Grand Canyon Rose



ARCHIBALD HOLMES & SON, PHILADELPHIA 24, PA. • ESTABLISHED 1857

Wall-to-wall Carpeting or Room Size Rugs Cut from Rolls

HOLMES BROADLOOM WILTON

Beautiful

"Aren't we proud of our bathroom! Now it's so colorful and sparkling with new walls of Prestile tileboard. The cost? Less than we had dared hope! Prestile's hard, durable finish will save us yearly decorating, too!" If your dealer can't supply Prestile, write for free sample and nearest source of supply.



Cleans easily as china with a damp cloth.

isist on the genuine. Look for

onomica Large, labor-saving panels go up in one day.

Its Plastic Beauty is Baked In

PRESTILE MANUFACTURING CO., 2860 LINCOLN AVENUE, CHICAGO 13



New, Easy Way to CLEAN VENETIAN BLINDS

without touching hands to water

without fouching hands to water
Washing venetian blinds is no longer a
messy, mussy chore, Slat-o-mat makes
both Stdes of blinds sparkling clean in
a fifty. Desen't soil tapes! No dirty,
dripping water, down arms or slats! No
triss, Wases, too. Soid on MONEY BACK
GUARANTEE. Sturdily built of nickelplated steel. Nothing to get out of order,
Lasts a lifetime. Nothing like it for
simplicity, case and speed, Send \$2.95
today, Prompt shipment.
Satisfaction guaranteed. No C.O.D.'s.

Dealer inquiries invited.

U. S. VENETIAN BLIND MFG. CO. 10007 Chalmers, Dept. AH, Detroit 5, Michigan



Write for FREE Quiz Booklet F What is the EYE CUE RATING of Your Home?' With 51 questions.

\$ 3.95

apitol Washington, New Jersey

New Aluminum Hamper

A hamper made of ALUMINUM — the lifetime hamper that always stays beautiful. No more dirt-collecting surfaces - it's smooth as your porcelain fixtures.

Rust proof - sanitary - ventilated. Oven-baked colors with hand painted decorations to match your home. The world's most beautiful hamper costs less because it lasts a lifetime.

DETECTO BATHROOM SCALES are now available in limited quantities at better stores. DETECTO SCALES, INC. B'klyn 1, N Y., Dept. A

THE PERFECT GIFT Only \$9.95. (Slightly higher west of Miss.)
Smaller models — lower prices
AT BETTER STORES



Courtesy, Plummer, Ltd.

ere's springtime enchantmentdainty sweet peas in crystalclear compettes. Use as few or as many as the budget will permit for centerpiece or side



ostalgic yet new-oldfashioned chocolate cups with sweetheart roses and violets tied as nosegays for parting guests to wear



F. M. Demarest

That old teapot on your what-not shelf affords a pleasant change for flowers. The unusual shape of this antique became even more decorative filled with snapdragons



MPLEAT

Makes Smart-Looking Triple Pinch Pleats

- Automatically · Easily
- Inexpensively

Amazing! For light or heavy fabrics—draperies or valances. No measuring, tacking, hooks or rings. Just stitch flat along marked lines—insert rod, and you have beautiful, professional drapery pleats. SimPleat is invisible from front—retains stiffness through launderings or dry cleanings, irons flat. 2", 2½", 3" widths—15c, 20c, 25c a yd. (slightly higher West of Denver) in drapery depts., specialty stores or order direct.

1001 Practical Decerating Hints. Yours for 20c—handsome 56-page book telling how to cut, fit, sew slipcovers, etc. Decorate suc-cessfully—get your book now —in drapery depts, or by mail —write Dept. A 18A.



CONSOLIDATED TRIMMING CORPORATION New York 10, N. Y. 27 W. 23rd St.



Beautiful pure colors to match any color scheme! Transforms walls and ceilings with least labor and expense. 1-coat covers; dries in 40 minutes. Get color card from your dealer (see classified phone book) or write directto LUMINALL PAINTS, 3611 S. May St., Chicago 9.

Refinishing Woodwork? Use X-Cell-All Paint and

Varnish Remover—famous since 1900. Ask Luminall for free folder





4 strong, heavy-rooted everbloom-ing rose bushes in best colors; cds, pinks, whites, yellows—ALL R \$1! Will bloom this spring, D NO MONEY—WE SHIP SEND NO MONEY—WE SHIF C.O.D. Just pay postman \$1 plus posta charges. SATISFACTION GUARANTEED— ORDER TODAY!

NAUGHTON FARMS, INC., Dept. RD22, Italy, Texas

It's the bright thing to do!

New Glo-Coat gives a far brighter gloss

... without rubbing or buffing



BRIGHTER DAYS ARE HERE—for you and your kitchen floor! The reason? There's a new and better Johnson's Glo-Coat on your dealer's shelf. This new Glo-Coat gives your kitchen linoleum and varnished wood floors nearly twice as much gloss as before.

With this wonderful new Glo-Coat shine your floors also get the benefits of tough wax protection. Dirt and spilled things can't readily penetrate the shining coat of wax...Johnson's Glo-Coat takes the wear, so linoleum keeps its beauty years longer. And just a quick wipe with a damp cloth keeps floors clean and sanitary.

Can you imagine anything more perfect for your kitchen linoleum and other floors? Especially if you have children tramping in and out!

Don't wait — ask your dealer today for brighter than-ever Johnson's Self Polishing Glo-Coat.

BRING OUT THE BEAUTY OF THE HOME



Set your dial and begin to smile Fibber McGee and Molly Tuesday nights — NBC











Liquid Cleahing and Polishing Wax,
Paste Wax, Cream Wax, Carnu for Cars

© S. C. Johnson & Son, Inc., Racine, Wis., 1948



Both of these plants were grown under identical conditions . . . in the same soil, with the same amount of moisture and light. But one was fed Vigoro—the other wasn't.

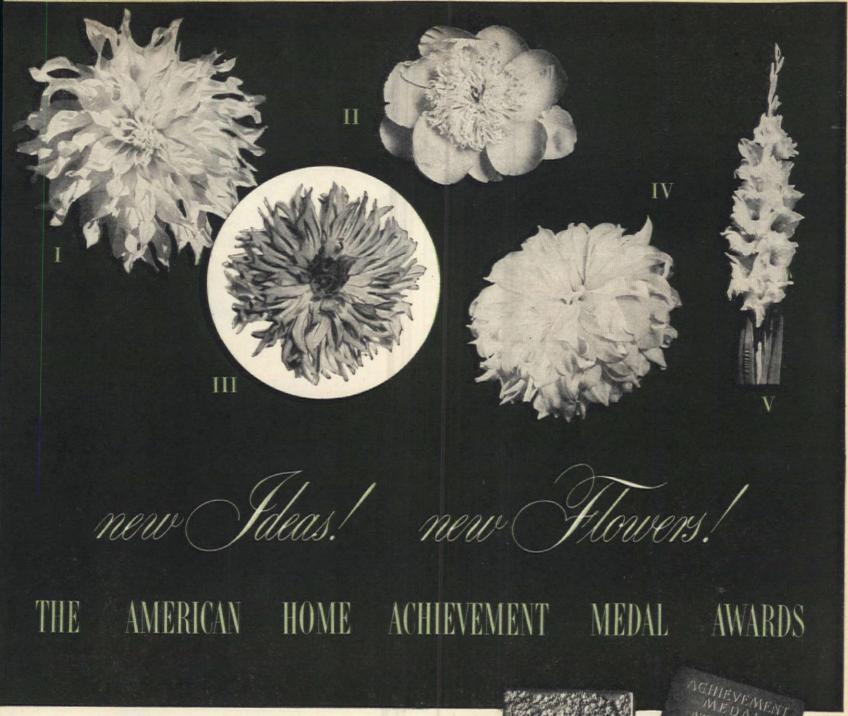
What's true of roses—is true of most plant life. For, from tiny seedlings to the tallest trees, all plants must get eleven nutrient elements from the soil. • Unfortunately, nature seldom provides a perfect soil. And half-nourished plants are HALF-STARVED plants. They are stunted or spindly in growth, with shallow roots and dull, drab blooms—are far more subject to attacks by disease. • But what nature leaves out—Vigoro can provide! For Vigoro—complete, balanced plant food—supplies all eleven of these vital plant nutrients . . . supplies them in ample amounts. • Get Vigoro today—feed it regularly to everything you grow.

A PRODUCT OF SWIFT & COMPANY

Ask your dealer for EndoPest . . . all the protection most gardens need.

Use EndoWeed . . . quickly clears lawns of ugly weeds.





E. L. D. SEYMOUR

The 1947 flower show season—the 32nd year of The American Home's Achievement Medal-was marked by sustained interest, spirited com-Achievement Medal—was marked by sustained in the method of petition for the trophy, and the inauguration of a new method of petition for the trophy, and the inauguration of a new method of judging the class. In applying for the Medal last June, the Ohio Valley Dahlia Association said: "In the past, the award has been made on the opening day of the show, but we feel that if the final awarding were delayed until the morning of the second day, better-keeping varieties would be chosen. We propose that in our schedule the class description include these words: This section will be judged twice-tentatively on Saturday afternoon, then re-examined Sunday morning, and the award made to the entry then considered most worthy." We heartily approved the plan, explaining that, so long as the basic regulations are complied with, we leave the details of the judging to the show committees and judges. Later, the Association reported enthusiastically that, "the plan was received very favorably, proving its value when two entries in the class wilted so badly by the second morning as to be unworthy of further consideration." The variety so judged and found not wanting was James R. Carlisle's variety Beauty Queen, described and pictured farther on, and which has thus made Dahlia history. Later in the season, a dahlia expert in another part of the country, hitting on the same idea, wrote: "A dahlia receiving this high award should have keeping quality in addition to other requirements. . . . I therefore suggest that a temporary award be made in the usual course of judging and the final award be made—or withheld at noon on the second day. . . ." Again we approved, expressing the hope—as we do now—that the plan will be widely discussed and, in due course, adopted by all organizations that offer the Medal at their shows. Should a majority of them do this, the method



I. Ann Tooker, developed on Long Island, N. Y., won a silver medal and one of bronze as well

II. The second 1947 silver medal went to the well-named peony, Westerner, native of Kansas

III. Buzz Wagner won two bronze medals. It honors its originator's friend, a World War hero

IV. Great Lakes, Chicago's three medal winner; there, in Birmingham, Ala., and Milwaukee, Wis.

V. Evangeline, another E. F. Palmer gladiolus, won in Montreal and in Binghamton, New York

FOR A GLORIOUS SUMMER GARDEN!

(All guaranteed to bloom!)

IMPORTED DUTCH Plump bulbs (1"-11/4"), not tiny bulblets, in a

GLADIOLUS leavenly Rainbow Mixture! Plant some every 10 days for a succession of tall lovely spikes of flowers this season! Bulbs last many years.

FREE! 10 Multi-flowered, miniature Gladiola-like Montbrettia Bulbs with each 100 Gladiolus Bulb order! Last indefinitely—bloom profusely!

\$169

FRAGRANT REGALE LILIES

America's favorite Garden Lily of hardy, Dutch strain. July blooming bulbs (meas-ure 5"-6" around); will pro-duce huge clusters of pure white trumpets with yellow shaded throat ... pink mark-ings. autical ings outside!

FREE! 1 Sensational New Orange Triumph Lily Bulb—introduced recently in Holland—with each 12 Regal Lily Bulb order! Blossoms into nse clusters of hardy, cup-shaped flowers! EXHIBITION

DAHLIAS

Will blossom this season with little care into a riot of huge, dazzling, giant-floweri Show Dahlias in assorted a ias in assorted colors - crown jewels of your

8 TUBERS \$169

ROOTS

\$169

FREE! 3 Sensational "New Europe" Gladiolu Bulbs — Holland's supreme achievement — with each 8 Dahlia Tuber order! Will produce immense spikes of huge, vivid red flowers!

GORGEOUS GIANT

PEONIES

Will blossom into giant, bomb-shaped, sweet-scented blooms in assorted colors of breathtaking beauty! Will increase in number year after

FREE*1 Bleeding Heart Root—old-fashioned favorite — with each order of 5 Peony Roots. Produces sprays of pink, heart-shaped flowers.

BRILLIANT GIANT

CANNAS

Will produce a striking dis-play of huge flower clusters on 3 to 4 foot stems in a va-riety of brilliant colors! Ideal for effective beds; roots last

FREE! 4 Sweet-scented Double Pearl Tuberose Bulbs with each 12 Canna Root order. Will bloom into spikes of glistening, pearly white blossoms

ANY 3 OF ABOVE OFFERS \$475

Shipped Postpaid East of Mississippi; elsewhere add 25€

Colorful Catalogue

Send check, money order, or C.O.D.

U.S.DUTCH BUB BULB CORP

220 Fifth Ave., Dept. A-2, New York 1, N. Y.

COMPLETE SUMMER GARDEN SPECIAL!

All of above 5 offers totaling 156 BULBS, TUBERS \$750

Compare and be convinced! This is a \$15 value-you actually save \$7.50!



ARISTOCRAT OF CLIMBERS

ideal for arbor, fence, trellis or WRITE TODAY for free copy or 1948 Catalog—fully illustrated fr 1948 Catalog—fully i or. It gives complete out CLEMATIS culture

JAMES I, GEORGE & SON Box M Fairport, N. Y.

ROOT YOUR OWN CUTTINGS IN SAND

in a box, greenhouse or hotbed, Scientific Instructions, copyrighted, including culture, \$1.00. It is easy to root cuttings, quickly, of Camellias, Azaleas, Gardenias, Roses, Evergreens, and all plants, any time, with our simple instructions.

24 24 24 2

FREE CATALOG NATIONAL NURSERIES
Dept. 2 BILOXI, MISS.



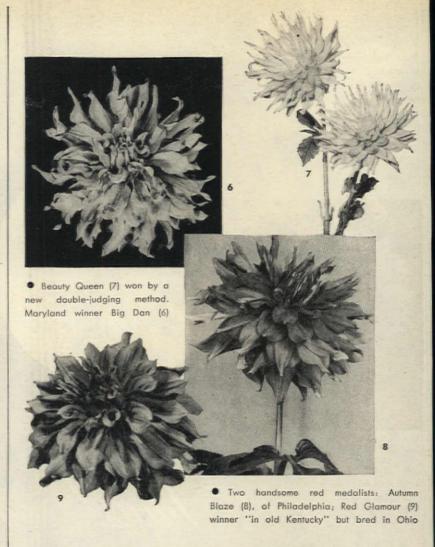
name in power-lawn-mowers

"MOTO-MOWER"

Why push a hand mower when you can drive a "Moto-Mower" . . . builders of quality power mowers for twenty-nine years . . write for literature and the name of the nearest dealer . . . a MOTO-MOWER is worth insisting upon . . .

. . . sizes 19" to 71". MOTO-MOWER DETROIT 1, MICHIGAN Company

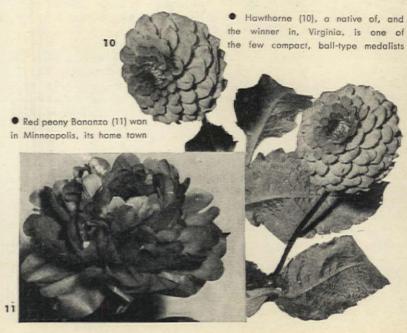
at your fingertips ALLEN USTRITE" Now, you can have from fine mist to heavy stream in an instant, with the Allen "Justrite" Nozzle. And note this: Leak-And note this: Leak-proof design elimi-nates messy dripping on clothes, Ruggedly made of brass – will not corrode. Avail-W. D. MFG. CO. CHICAGO 6 Established 1887



would probably be incorporated in the conditions governing the award. We hope our readers will tell us what they think about it.

The 1947 record shows that 56 societies asked for the Medal and that 50 (one less than in 1946) were authorized to offer it. Of these, one failed to report; 35 duly awarded the trophy, and 14 withheld it because no entry was considered worthy of it. Of the 35 Medals given, 25 went to new dahlias, eight to gladiolus, and two to peonies. One dahlia (Ann Tooker) and one peony (Westerner) received silver medals for winning at shows held by national organizations. Ann Tooker also took a bronze medal at a regional exhibition. Of the varieties that won bronze medals, one dahlia (James E. Marsh's Great Lakes) was a triple winner; two dahlias (I. T. Fleck's Buzz Wagner and W. E. Smith's Pride of Parkersburg) and one gladiolus (E. F. Palmer's Evangeline) won two medals each. Among the originators of the winners (who, of course, actually receive the Medals) Mr. Marsh and Mr. Palmer each won three, the latter taking two trophies with his gladiolus Evangeline and the third with Bonanza.

Now follows, in tabular form, the summarized data for the 1947 season:



In New Jersey, the home of many fine dahlias, the winner was Golden Jupiter (12). Both originator and exhibitor are "native sons" and also won the same award in 1946



At the Washington State Dahlio Show, Mother Smith (13) won the medal



Oakleigh Champion (14) won at the regional show in Washington, D. C.

Winning Variety-Description

Figure in () means illustration

The Two Silver Medalists Dahlia Ann Tooker (1). Informal decorative; white; large (type A)

Peany Westerner (11). Japanese type; light pink, full yellow center

The 19 Bronze Medal Dahlias

Allure (15). Incurved cactus; bright pink; 5 plant, 10" flower

Autumn Blaze (8). Inf. decorative; fiery red, later gold-tipped; 12" bloom; ADS trial ground score 86

Beauty Queen (7). Semi-cactus; lavenderpink, blending to white center

Big Dan (6). Inf. decorative; 12" by 9" bloom; light yellow-orange, striped with red-orange

Buccaneer (16). Semi-cactus; vivid scarlet, deep yellow base, maturing to yellow-tipped

Buzz Wagner (III). Incurved cactus; 7" by 4"; ostracious buff blend, peach-red reverse; 5' plant

Carrie B. Cactus; reddish blue; 71/2" to 9"; good keeper; insect resistant

Golden Jupiter (12). Cactus; 12" by 81/2"; blended gold and peach; heavy bloomer; good keeper

Great Lakes (IV). Inf. decorative; white; · large

Originator Ernest E. Tooker, Rock-

ville Centre, N. Y.

York, Sept. 23. bronze medal, Long Is. Dahlia Soc., Jamaica, Sept. 27 Amer. Peony Soc'y, Bos-

ton, June 17

Sept. 20

Show

Amer. Dahlia Soc'y, New

Camden (N. J.) Dahlia

Soc'y, Sept. 26, 27

Burholme (Pa.) Hort.

Ohio Valley Dahlia Sac'y,

Baltimore (Md.) Dahlia

Central States Dahlia

(1) Greater Pittsburgh

Dah. Soc'y, Sept. 13, 14

(2) Wellsville (O.)

Glad .- Dahlia Club,

Kitsap Co. Dahlia Soc'y,

Dahlia Soc'y of New Jer-

sey, Kearny, Sept. 27

(1) Southtown (III.) Dah.

Club, Chicago, Sept. 20.

Bremerton, Wash.,

Sept. 27

Sept. 5, 6, 7

Soc'y, Chicago, Sept. 13, 14

Soc'y, Sept. 21, 22

Cincinnati, Sept. 27, 28

Soc'y, Philadelphia,

Myron D. Bigger, Topeka, Kans.

Stanley Johnson, Cheltenham, Pa.

Samuel F. Herst, Philadelphia. Shown by Stanley Johnson

James R. Carlisle, Amelia, Ohio

A. Alleva, Bryn Mawr, Pa.

Lew Sarett, Ravinia, III. Shown by G. R. Cur-

I. T. Fleck, Johnstown,

Thomas Forhan, Bremer-

ton, Wash.

J. A. Kemp, Little Silver, N. J. Shown by A. Swaboda

James E. Marsh, Chicago, III. Shown (2) by E. J. Wind, (3) by George Currie

(2) Southern States Dah. Ass'n, Birmingham, Ala., Oct. 4, 5. (3) Dah. Soc'y of Wis-consin, Milwaukee, Sept. 6, 7

W. L. Elkins, Richmond,

Virginia Dahlia Soc'y, Richmond, Oct. 7-10



... and big dreams.

I've always said that while I'm around you'll get your chance to make those dreams come true.

Tonight I can give you a better promise. You'll get your chance even if ... I'm not around. You wouldn't understand about "Insured Income," but I've planned things so that Mommy will always have money enough to take good care of you. That's quite a load off my mind. Just how big a load you will never know until you make me a grandfather. And when that time comes,

you won't have to worry about helping out the old folks. Your Mommy and I will be happily retired on an income that's part of the same plan.

Mutual Life's "Insured Income" Service is a new kind of family planning that turns a father's hopes into realities-through life insurance. Building on your Social Security, or other assets, "Insured Income" can give a family the peace of mind and good living that only planned life insurance dollars can buy.

Let the career Mutual Life Field Underwriter in your community explain what "Insured Income" can contribute to your happiness.

FREE Social Security HELPS

How much do you know about the Social Security for which you are now paying? If you are a resident of the United States, we invite you to mail coupon for easy-toread booklet explaining your future benefits from Social Security. Included is a convenient file for official records you will need to avoid costly delay in collecting your Social Security benefits.



Our 2nd Century of Service

APANY of NEW YORK

34 Nassau Street. New York 5, N. Y.



Alexander E. Patterson President

I would like your FREE Social Security Helps.

NAME		AGE
HOME ADDRESS	,	

VETERANS: KEEP YOUR GOVERNMENT LIFE INSURANCE!

Hawthorne (10). Ball type; red

DUSTING is Easier COSTS LESS



- Perfect application puts the right amount in the right placesno waste
- · Long reach-keeps dust away from face. No stooping, no stretching.
- Rotating nozzle-lets users dust up, down, sidewise,
- · Easier to operate-smooth, lazy stroke does the job.
- Easier to fill wide mouth, large cap with built-in scoop.
- · Holds more-extra capacity-less refilling.

Scientifically Designed for Maximum EFFECTIVENESS-EFFICIENCY-ECONOMY-

With an Admiral Duster, less dust does a better job. Dusting is so simple, so easy that you do it oftener-keep pests under better control.

These are reasons why thousands of home gardeners - as well as farmers and poultrymen and commercial growers - always use the Admiral for powder insecticides and dust.

USE INDOORS, TOO

In kitchen, pantry, bedroom, dining room or basement, the Admiral dusts effectively, easily-and neatly.

Don't waste dust with make-shift, ineffective methods of application. Ask for the Hudson "Admiral" Duster by name at your dealeravailable today.

H. D. HUDSON MANUFACTURING CO. Chicago 11, Illinois

@ 1947 H. D. H. MFG. CO.



Z

CODS

Tested and Proved SPRAYERS AND BARN COUPMENT EVESTOCK COUPMENT FARM VERTILATION COUPMENT POULTRY COUPMENT

One judge called Allure (15)-Camden, (N. J.) winner-"the best cactsu dahlia in 10 years." Again Lew Sarett won, with Buccaneer (16)

15



 Laura (17), orchid and cream cactus, was one of the three California winners

Winning Variety-Description

Laura (17), Cactus: pinkish-orchid, cream

Mother Smith (13). Semi-cactus; white;

Mr. Brown. Formal decorative; very large;

Oakleigh Champion (14). Incurved cactus;

Pride of Parkersburg. Semi-cactus; large (8"

Red Glamour (9). Informal decorative; red;

Southern Leader. Cactus; 10" by 6"; flame

Star of Hillside. Informal decorative; 15";

The 7 Bronze Medal Gladiolus

Aria (19). Deep pink (R-5 Fisher Chart)

Brilliant. Bright orange; large golden-yellow throat; opens 5 to 6 41/2" to 51/4" florets

Connie G. Cream; ruffled; 20 buds, 8 to 10 open; 51/4" florets; tall

Evangeline (V). Flesh or La France pink,

creamy throat; large; 22 to 23 buds; 5' to

6' stems (Greta Garbo x Elizabeth the

Nubia (18). Clear, deep maroon red; medium

Siboney (20). Solid lavender, deeper throat;

ruffled florets, 5" to 7"; 20 to 24 buds

Temptation (21). Attractive purple; 62"

One Peony Bronze Medal Winner

Bonanza (11). Bright crimson; full double;

spike; 26" flower head; 8 open florets, re-

sized; plain petalled blooms

flexed, needlepoint

large, rose type bloom

ruffled; 20 buds, 8 open

white ribs, cream throat; formal slightly

light pink blending to orange center; 51/21

heavy textured petals

unusual brownish red shade

bush; 9" to 11" flower

plus); lemon yellow

good grower

tomato red

color

Norma Jean. Miniature cactus; blend



Laura & Hobart Jordan, Van Ness, Calif.

Mrs. J. A. Meneghel, Tacoma, Wash.

Originator

Peter Harter, Lafayette, Calif.

Elmer Shepard, Cincinnati, O.

R. Phillips, Silver Spring, Md.

W. E. Smith, Parkersburg, W. Va.

Wm. Wolbert, Springfield, O.

Dr. H. S. Dozier, Cambridge, Md. Shown by Joe Heineman

Harry Griffen, Lemon Grove, Calif.

Chester F. & Dorothea J. Kuhn, Detroit, Mich.

E. F. Palmer, Vineland, Ont. (Elmer Gove exh.)

Theo Woods, Madison, Wis

E. F. Palmer, Vineland, Ont. Shown by C. D. Fortnam and H. Provost

Stephen Chase, Dunedin, Fla. Lawrence Allen, Akron,

Ohio Byron R. Kadel, Lebanon, Pa.

Loren Franklin, Minneapolis, Minn.

Show

Orange Co. (Calif.) Dahlia Soc'y, Santa Ana, Aug. 29

Washington State Dahlia Soc'y, Tacoma, Sept. 6, 7

Dahlia Soc'y of San Leandro, Calif., Aug. 30,

Indianapolis Dahlia Soc'y, Oct. 4, 5

National Capital Dahlia Soc'y, D.C., Sept. 27, 28

(1) E. Liverpool (O.) Dah. Soc'y, Sept. 20, 21. (2) Dah. Soc'y of Ohio, Cleveland, Sept. 13, 14

Dah. Soc'y of Kentucky, Louisville, Sept. 13

Tri-City Dahlia Soc'y. Rock Is., III., Sept. 20,

San Diego Co. (Calif.) Dahlia Soc'y, Aug. 2

Michigan Glad. Soc'y, Ann Arbor, Aug. 23, 24

Eastern N. Y. Glad. Soc'y, Whitehall, N. Y.

Wisconsin Glad. Soc'y, Marinette

(1) Interna'l Glad. Show, Binghamton, N. Y. Prov. of Quebec Glad. Show. Montreal

Maine Glad. Soc'y, Water-Ohio State Glad. Soc'y,

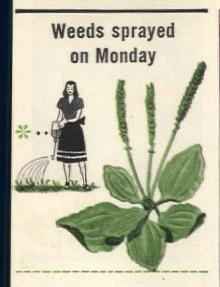
Cleveland Maryland Glad. Soc'y, Havre de Grace

Minnesota Peony & Iris Soc'y, Minneapolis



- Gladiolus Nubia (18), an almost black maroon, took the medal in Maine. Aria (19), deep pink seedling of Nadia x Cardinal, won at the Michigan State Society Show held in Ann Arbor
- The rich lavender Siboney (20), originated in Ohio, won at the State Show in Cleveland. Temptation (21) crossed the line from Pennsylvania to win for Byron Kadel in Maryland

110



.. Dead or dying by Sunday!





EndoWeed

new, improved weed-killer destroys leaves, stems, roots and all—the weed is gone, never to return, no, never!

Now . . . you can enjoy the weed-free lawn you've worked so hard for but never had. Endo-Weed destroys over 100 different. weeds once and for all. One application makes weeds wither away in a week or so . . . yet won't harm ordinary lawn grass.

And it's so easy! Just dilute EndoWeed with water and apply it with the new EndoWeed "Side-

Spray" applicator. Buy EndoWeed today where you buy Vigoro. Available in sizes to meet your needs-from 25¢ packets to full gallon cans.

NEW! "SIDE-SPRAY" APPLICATOR! Sprays measured amount of diluted EndoWeed to the side as you walk along. No pumping-no wet feet.

Available NOWwhere you buy EndoWeed. ONLY 59¢.





(From National Garden Institute)

MY GARDEN

Helps Me Meet Rising Costs

Tessie Cox Riewe

The harvest moon shown brightly, and there was frost in the air as I picked up the last basket of tomatoes and started for the house, happy over the season's results, sorry that its gardening days were over. As I put the tomatoes in the cellar I noted with thankfulness the well-filled shelves of canned things. Upstairs, turning on the radio, I was greeted by the everpresent subject FOOD . . . "Prices reach new high. . . . Millions of children getting insufficient proteins. . . Europe starving. . . Stretch food supplies by doing without. . . Force prices down by eating less, etc., etc." As I listened, I wondered why all the emphasis on nonconstructive suggestions? Why not, "Get busy and do more," instead of, "Get set to do with less"? To medium-to-low income families, whose purchases of meat, milk, butter, and eggs have already been cut to the health-endangering point, the urge to do with less must sound worse than ridiculous.

I have been a home gardener since shortly before the war. I know that, when the food situation was certainly no more serious than now, wonders







were accomplished by the Victory Garden Program, But I see so many former victory gardens that have been allowed to grow up to weeds! Many people who are trying to meet present food costs with such economies as curtailed insurance programs or postponement of needed medical care, have land available for gardens, yet do not think of it as a possible solution of the financial problem. Few who saw the wisdom of growing rationfree foods in wartime seem aware of the possibilties of growing "cash-free" foods now. Oh, they say, "It costs as much or more to grow your own vegetables as it does to buy them."

To disprove that fallacy, I submit the profits from my garden in 1947. The plot was about 50' by 70'; my assistants were my two older boys, aged 4 and 7; the values are calculated on the basis of current, local, and supermarket prices.

Vegetables used. May 15 to Oct. 15 (av. 60¢ per day) . . . \$95.00 Stored, 1 bu. peppers, 125 lbs. yams, 1 bu. tomatoes, 50 winter squash, 50 qts. string beans; canned, 125 qts. tomatoes, 10 qts. catsup, 10 pints carrots, 12 pts. beets, 30 pts. corn, 20 pts. okra, 20 qts. soup mixture; frozen, 25 pts. lima beans; left in garden, 50 cabbage, and broccoli, kale, chard, etc. Total value, \$105, or a Grand total of\$200.

We also gave away bushels of to-matoes and other things not listed above. Our total cash outlay for seeds, fertilizer, plowing, spray materials was \$25, but a mother with children old enough to be of real help-or even a husband willing to lend a hand occasionally-could realize an even higher return on her investment.

The following intangibles should also appear on the profit side of the ledger as an added incentive:

From mid-May until late fall, we had four to six vegetables daily, all at the peak of perfection. Thus short servings of meat never were noticed "-well, hardly ever." The garden was a fine excuse for outdoor exercise for me, and purposeful activity for the children. You would be amazed at the jobs a four-year-old can do.

The garden awakened an interest in nature which I hope will increase as the children grow older. They are on a first name basis with common plants, weeds, and insects, and interested in birds, too. My new interest? Well, because gardens don't perform asplanned, shortages and gluts occur. To avoid monotonous use of oversupplies, I began to collect recipes. One year it was beans, another cabbage; now I'm discovering delicious ways to serve yams. There are profitable by-products, too. Garden wastes improve the diet of our chickens, which give us part of our meat supply and all our eggs, at less than wholesale prices. Some recently acquired bees will, we hope, pay for their use of the garden in some honey and larger (because better pollinated) crops.



LATEST-FINEST OF EXCITING NEW

DAFFODILS

including Famous Gen. MacArthur

—largest and showiest of now existing Trumpet varieties. Nells Nurseries specialize in the new and unusual in Daffodils of all species and types. New 1948 Nells Catalog (cover illustrated) is a must for all who want to be up to date on most dramatic of Trumpet.

Barri, Incomparable, and Leedsi varieties. Over 100 choicest Daffodils to choose from. Also largest listing of rare and exotic Tulips. Write—now—for free copy.

NELIS

NURSERIES, INC. 304 Lakewood Blvd.

Holland, Mich.





Sterilize poultry houses, kennels, barns, Use as portable home forge. Melt Ice, thaw pipes. Safe, inexpensive. Burns only 6% kerosene-94% airl Thousands of satisfied users. Write for FREE CATALOG.

HAUCK MFG. CO., 15 Tenth St., Brooklyn 15, N.Y.



Brand's FINE FRENCH LILACS



French Lilacs for over 30 years and now have in our fields a stock of more than 100,000 of these beautiful shrubs, which cannot be surpassed anywhere in the world. Our stock covers almost every first-class variety to date.

GORGEOUS PEONIES Iris, Phlox, Chrysanthemums, hardy perennials and some 30 varieties of the wonderful New Bush Cherries.

BRAND PEONY FARMS

127 E. Division St., Faribault, Minn.

KINKADE GARDEN TRACTOR

and Power Lawnmower
A Practical Power Plow and Cultivator
for Gardeners, Suburbanites, Florists,
Truckers, Nurserymen, Fruit Growers
Essy Torms - Write Today
American Farm Machine Co.
1191 33rd Av. SE. Minneapolis, Minn.





ARE REALLY EASY TO GROW

FRED C. HUBBARD



Regal lilies from seed and double pink delphinium bloom together in June in the author's Virginia garden

If you want to add a new thrill to the enjoyment of lilies in your garden, try growing them from seed. I have found at least four kinds easy to handle that way. The best, I believe, is Lilium regale, the Regal or Royal Lily. The second, popularly called Wonder Lily, is, botanically, L. formosanum; one of the latest to flower, its season is from late in August into October. The other two are L. henryi, and L. pumilum (for-merly tenuifolium), the Coral Lily.

The continuing high cost of flowering-sized lily bulbs superimposed on the mounting costs of food, fuel, etc., is a further reason for growing them from seed. A packet of Regal seed, costing, say, 25 cents, sown in a coldframe in fall or early spring, will usually germinate close to 100 per cent. Thereafter, just keep the weeds out and the soil stirred occasionally. Some growers prefer to pot up the small seedlings, but as this makes extra work and may damage the fragile root systems, I consider it wiser to leave them in the seedbed for a year. By then, small bulblets will have formed which better with-



Your daily menu knows no season with a Norge Freezer! For there's year-round goodness stored in these six easily accessible compartments. Lush fruits, garden-fresh vegetables, fish, fowl and meats-210 pounds in all-are readily located by the embossed marker on each door. And you're free from canning drudgery . . . from constant shopping! Then, too, there's joy in serving nutritious, balanced meals at the lowest possible cost. "The best dealer in town sells Norge"... see your classified telephone directory. Norge Division, Borg-Warner Corporation, Detroit 26, Mich. A BORG-WARNER INDUSTRY







stand the shock of transplanting. When danger from frost is past, they can be moved to outdoor beds or even their permanent locations. If moved a second time, fall is the best time to do it. Some seedlings bloom the first year after being planted out, but it usually takes three years from seedsowing to get many bulbs to flower.

The tall, stately Wonder Lily is an even more rapid grower, with big, fragrant flowers, pure white inside, with reddish-chocolate markings on the outside, and a tinge of gold in the throat. One type, the Wilson strain, grows from 4' to 6' tall; the "intermediate" type rarely exceeds 3'. In January or February I start my seed in a wooden flat in which an inch or two of broken pots (or, better, coal cinders) is covered with a mixture of equal parts sand, good loam, and peat moss, or leaf mold if I can get it. I sow the seed a quarter-inch deep in rows the width of a lath apart, and thickly so the plants will help each other break through. The box is kept in a warm, sunny window, shaded until the seedlings appear. The next year, in May or June, after the last frost, I set them outdoors.

L. henryi, a robust Chinese species, introduced in 1889, sometimes reaches 8' or 9'. The reflexed, yellow to orange flowers follow those of the Regal and Madonna Lilies. Well-grown plants in our garden have borne as many as twenty on one stalk, making support necessary. It is an excellent species to plant among rhododendrons or azaleas, or in the herbaceous border. I use an outdoor seedbox and the same procedure as in growing Regals. The medium-sized scarlet flowers of the dainty, but hardy and easy to grow, Coral Lily make it a jewel for the rock garden; its 18" stems adapt it also to the open border.

practically all lilies do best in soil rich in decomposed forest-leaf humus. In planting Madonna bulbs, I pack a one-foot deep trench half full of leaves, preferably oak, and cover them with about 2" of soil on which the bulbs are planted and covered. To keep the lily root system cool in summer, I mulch well with lawn clippings or peat moss which has been thoroughly soaked. Sunshine in the morning and shade in the afternoon are ideal, but the bed must be well drained. In heavy soil, stones or cinders in the bottom of the trench for artificial drainage help prevent botrytis blight which causes brown leaf spots, followed by a blighted or burned condition and twisted, undeveloped flowers. To control it, gather and burn dead leaves and stalks in the fall and, starting in spring as soon as new growth shows, spray several times during the growing season with 4-4-50 bordeaux mixture. If you suspect infection, dig and inspect your bulbs in the fall; cut away diseased portions, and soak the bulbs for an hour before replanting in a solution of r tablespoon commercial (40%) formaldehyde in 3 quarts of water.



New model. New type metal handle has special device to adjust cutting height. Drive shaft now mounted on free rolling, factory lubricated, sealed ball bearings. No tired backs or aching arms s¼ lbs. live precision made mechanism that first gathers, then cuts smoothly a clean 16" swatt through grass, dandellons, spike grass, lawn weeds. No noise or clatter. As modern and efficient as your electric razor. Cuts right up to walls, fences trees or posts; leaves no fringes to be trimmed by hand. Cutters self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory for 26 years, Costs little. Write at once for trial on your own lawn "approval offer," guarantee information and literature.

MONTAMOWER DISTRIBUTING CO. 930 Keeler Bldg. GRAND RAPIDS 2, MICH.



of Blooms From June Till

3 ENGLISH MUMS \$1 nt Red, Yellow, Bronze, 4" - 6" Across. Be first your locality to raise these Hardy Chrysanthemums greenhouse size.

CUT FLOWERS 'ST

Fully Double Hardy Long-Stemmed kinds: 1 each Red, Pink, White, Bronze, Yellow

Special ALL 3 ABOVE OFFERS
16 BEAUTIFUL PLANTS
Each \$2 order sent by April 30 earns a free plant
of BonFire—a grant red mum.
SENT POSTPAID ABOUT MAY 1
THESE PLANTS WILL BLOOM THIS YEAR
Ask for ROCKNOLL'S FREE CATALOG of all the
new Chrysanthemum and Hardy Flowers.

ROCKNOLL Dept Morrow, Ohio



TERRACE GRASS, BORDERS Cuts with an easy, untiring motion any growth up to ½" thick. Light, vibration-proof. Gives beautiful curves, bevels, edges without practice. Self-sharpening. Weighs only 5½ lbs. Guaranteed. At your hardware or garden store, or write Porter-Cable Machine Co., 1758-4 N. Salina St., Syracuse, N. Y.



EVERBLOOMING PLANTS OVER 50 CHOICE VARIETIES WRITE FOR FREE CATALOG ROSES IN COLOR.

TY-TEX ROSE NURSERIES BOX 532 TYLER, TEXAS





20" ROCKET

MODEL "L"

Prophetstown, Illinois







THAT'S

HEDGE

YOU'RE

TRIMMING!

Marie & Van Nest

t may be your hedge, but if it overhangs your neighbor's yard he has a perfect right to trim troublesome branches on his side. The same is true of shrubs, trees, and plants that you place too close to your property line.

Yes, the property line is more important than many people think. Owning one's home has long been considered the mark of a good substantial citizen. His credit and reputation have been greatly enhanced if he is a "family" man living in his own home and giving it good care. The home-loving American, as one of the great bulwarks of democracy, has long been the theme of much patriotic ballyhoo. But our democracy may easily prove a disappointment to those not familiar with the property laws imposed by federal, state, and local governments. These statutes vary in different states, counties, and municipalities. Prospective homeowners should learn what they are in the area where they propose to locate.

Communities also have zoning laws, and it is important to determine in what zone the property you buy is located. The best home property, obviously, is in a strictly residential zone. If you buy a piece of property in a commercial zone, you shouldn't be surprised if, figuratively, you wake up some morning to find a hot-dog stand, a tavern, and a filling station surrounding your newly acquired lot.

Do you know that the city owns the parking, the sidewalk, and four feet inside the walk? All this property may be taken, legally, by the



more years of roof protection for your dollar

Only Ruberoid Dubl-Coverage Tite-On shingles give you the combination of windproof performance, complete double coverage and outstanding beauty.

That combination gives you extra years of protection, freedom from troublesome roof worries. A Tite-On roof is safe from driving snow, rain and ice. It gets admiration, doesn't need attention!

These rugged, heavier weight shingles interweave to make two complete layers over the entire roof. That's like getting two roofs for the price of one.

appearance The smart basket-weave pattern, clean cut "American" type shadow-lines and rich colors make a Tire-On roof completely different and satisfying.

Distinctive

They interlock to make a roof that's virtually "one-piece." Tite-On Shingles can't curl up or blow loose.

Dubl-Coverage Tite-Ons have a reasonable initial cost. They go on fast, keeping application costs down. They save you expensive maintenance. For new roofs or re-roofing, they'll give you more roof value!



"one-piece" roof

This view of the underside shows how interlocking and interweaving holds these uniquely designed shingles firmly together.

In addition, when applied, concealed nailing at four points anchors each shingle so firmly that even hurricanes have failed to tear them loose!

RUBEROID

DUBL-COVERAGE TITE-ON SHINGLES

MAIL THIS COUPON TODAY FOR FULL INFORMATION

The RUBEROID Co., 500 Fifth Ave., New York 18, N. Y.

Please send free booklet on Dubl-Coverage Tite-On Shingles.

☐ I am interested in shingles for new roofs.

I am interested in shingles for re-roofing,





always tell 'em to get a Pennsylvania lawnmower if they can"

"I guess I know lawnmowers better than most fellows that sell 'em. Pennsylvanias stay sharp longer and when you true 'em up they stay true. I tell my customers it don't pay to buy any other kind if you can get a real Pennsylvania.'

Pennsylvania Jr. - Great American -Meteor - three great names in lawn-mowers. They're real "Pennsylvania Quality

Order yours early

NSYLVA

PENNSYLVANIA LAWN MOWER DIVISION - AMERICAN CHAIN & CABLE -Camden, N. J. . Bridgeport, Conn.

AUTOMATIC INSTANTLY SET TO SPRINKLE ANY CIRCLE YOU WANT BY SIMPLY TURNING THIS DIAL

A turn of the red control dial on top sets this sensational Automatic Rain King for any desired circle 5 to 50 feet in diameter. It then automatically sprinkles that area -sends out just the right fineness or coarseness of spray. Provides a natural, rainlike shower that is best for all lawns, mature or newly seeded. Sturdy. Beautiful. Enduring quality. See the Automatic Rain King and other famous Rain King Sprinklers at your dealer's.



engineers in many states if the occasion should demand it. Nevertheless, it is up to the property owner to plant and care for the trees and grass on the parking, and to keep the sidewalk in good repair.

Each lot, when it is surveyed, is marked on its four corners by metal or concrete monuments, or sometimes, wooden stakes. Every prospective owner should promptly locate them. He should also check the records at the town or city hall to be sure his property is recorded. The area within boundaries is his; no individual or governmental unit can encroach upon it without his permission. Anyone who drives a pipe through your yard, strings a wire above it, attempts to build a wall upon it, or stakes out any section of it without your permission, or over your protest, is taking property without due process of law.

One might condone many of the things the power and telephone companies had to do during the war years, owing to material shortages, but the stringing of wires through the tops of trees is not one of them.

o get back to hedges and shrubs, just as a man should stand on his own ground when he trims his own plants, so he should see that his nurseryman stays well within his boundaries when he sets them out. When a prospective homeowner has selected his site, he should exercise great care in placing the house on it. He should secure the services of a reliable surveyor and the advice of the architect. There is danger in locating a dwelling too near the front of the lot in order to have more privacy and a garden in a back yard.

If the city begins to widen the street, or the state is planning to build a highway through a residential area, no property owner should sign any paper without legal advice.

In one community, a woman who signed for what she thought was a new retaining wall to replace the one the city had destroyed when they took the four feet inside the sidewalk to which they were legally entitled, discovered, to her dismay, that they were doing several other things, too. The grade in front of her lot was being lowered several feet so the wall had to be much deeper; they were building it on her ground; they insisted on building steps on the corner of her lot farthest from her porch steps; the bulldozer used in grading was causing the plaster to crack in almost every room in her home. Basement walls also cracked and, as a result, the stucco finish fell from the outside walls of the house. All this for the consideration of one dollar! Whether her signing the paper will nullify any suit for damages which she may bring is problematical.

Highway engineers are sometimes forced to plan to the inch how they may secure their right-of-way at the lowest possible cost. The reason for this is that the public, through its elected officials, is anxious to get



Right for all kinds of spraying—DDT to destroy bacteria, insects, bugs; chemicals for weed control; whitewash and cold water paint; sprays livestock, barns, lawns; fights fires. The Armstrong has enough force to reach the tallest fruit tree. Compact—nothing to get out of order—always ready for action. Brass nozzle and pump, 5-gallon galvanized iron knapsack. \$13.50 at stores or sent C.O.D. Hiaher west of Rockies and or sent C.O.D. Higher west of Rockies and Canada. Circular free.

ARMSTRONG PRODUCTS CORP.

Dept. AH

Huntington 12, W. Va.



Tri-ogen is "FIRST CHOICE"

In beautiful public Rose Gardens, Tri-ogen is used more than any other spray. For garden protection, with less effort, use Tri-ogen. World's largest-selling combination insecticide, fungicide, stimulant. Controls all 3-major groups of insects and blights. Only balanced plant treatment containing Fermatel Tri-ogen "E" size Spray 90¢. Tri-ogen Dust, also containing DDT, 1 lb. 85¢. Dealers or direct. "How to Grow Beautiful Roses" folder free. Send today. Rose Manufacturing Company, 117-48 Ogen Building, Beacon, N. Y.



Feed Your Roses TRI-OGEN ROSE FOOD-New



Super-Refined LAWN SEED

Blended from finest grasses. Germ ination-tested. Mixtures for every need (soil, shade, etc.)

Valuable Circular FREE! At your Hardware or Nursery Dealer's or write: Dept. F BETTER LAWN

WHITNEY SEED CO., INC.

BUFFALO 5, NEW YORK good roots

make good plants use



Rootone the plant hormone powder

Dip your slips and cuttings in Rootone before planting. Treat flower before planting. Treat flower and vege-table seed with Rootone. One treatment hastens root growth and develops bigger, healthier plants.

2-oz. jar of Rootone \$1. Order from your dealer or write direct to Dept. AH 4, American Chemical Paint Co., Ambler, Pa. Makers of Weedone, the original 2.4D weedkiller.

LEARN LANDSCAPING

table, healthful career — absorbing hobby, for women. Thorough 45-lesson home-study course 8-12 months spare time. Hundreds of successful graduates, 32nd year. Send for FREE catalog. American Landscape School, 6451 Grand Ave., Des Moines, Iowa



DOUBLY DEADLY TO APHIDS

Kills aphids but spares ladybeetles and other beneficial insects. Black Leaf 40 fights on your side.

TOBACCO BY-PRODUCTS & CHEMICAL CORPORATION

Nicotine Specialists Since 1885 LOUISVILLE 2 . KENTUCKY

LOOK FOR THE LEAF ON THE PACKAGE

vers if you plant the seeds that the one of the specialties of

MANDEVILLE Triple Jested FLOWER SEEDS

- . FOUR O'CLOCK

will grow well even in poor soil.

Mandeville flower seeds are tested for germination, quality of flowers, and completeness of mixtures. See your dealer's complete display of new varieties and old favorites.

MANDEVILLE & KING CO.
1040 University Ave. • Rochester 1, N. Y.
"At Stores Everywhere"



OUR BEAUTIFUL 1948 CATALOG Tossury Trove from Cache Land -- 36 fascinating

slored pages NOW READY. Lavishly ill colored pages now halftones, Price 25c Hundreds of Cacti & Succulents pictured. Full cultural directions. A handbook of Cactus love describing the largest collection in world. Learn more

about this fascinating window pardening habby. Grow African Stone Plants See the curious Succulents with windows in leaves! Hundreds are spineless Send 25c for Treasure Trove catalog NOW. Price refunded on first order. JOHNSON CACTUS GARDENS P. O. BOX 22

Now is the ideal time to



H. D. CAMPBELL CO., ROCHELLE 96, ILL.

ૢૢ૾ઌ૾ઌ૾ઌ૽ઌ૽ઌઌઌઌઌઌઌઌઌઌઌઌઌઌઌઌઌ NEW GIANT GLADIOLUS

blooms—richer colors. Better g habits. Free catalog on request. CARL SALBACH, Grower S Woodmont Avc., Berkeley 8, Ca *****************

DAYLILIES for less garden labor STOUT HYBRIDS for more beauty

30 years' scientific breeding-FREE Catalog FARR NURSERY CO., Box 948, Weiser Park, Pa.

MUSSER FORESTS, Inc., Indiana, Pa.

property for rights-of-way for a minimum cash outlay. Municipal and state budgets seldom allow for much flexibility. Once the city council has voted the state permission to build within city limits, the legal responsibility becomes equally theirs. Homeowners must remember that they have their right equally with state or city under the law of eminent domain.

Unless he is sure of his property rights, an owner should act immediately upon discovering that the state or municipality is going to build a new highway in an area that will affect his property. Since such highway plans usually affect several property owners, they should form an association. A group of this kind could retain a lawyer to represent them. Such action is likely to accomplish more than would individual action.

Lack of trees and parking depreciates any residential property. The intense heat reflected from the pavement, the dirt, the noise of traffic are all detrimental to a home. Opening a new street or highway where there has been none may be cause for an owner to sue in court for damages, as may the raising or lowering of the grade of an established street. Even changing grade within one's lot by so much as an inch may, in many cases, be grounds for suit in court.

Where to spend . . .

Where to save . . .

Pages 39 to 44; 154 to 158

"Live Happily Ever After ... With Good Basic Furnishings" is the theme of our April Spotlight promotion for department stores. It's based on an article in this issue, "Where To Spend . . . Where To Save," and is planned especially for new homemakers or new homeowners. Below are listed some of the leading department stores intending to tie-in their April promotions and displays with this Spotlight theme. If there's one in your city, be sure to visit it!

Akron, O.—M. O'Neil Company
Albany, N. Y.—W. M. Whitney & Co.
Berkeley, Calif.—John Breuner Co.
Bridgeport, Conn.—Howland Dry
Goods Co.
Brooklyn, N. Y.—Abraham & Straus
Buffalo, N. Y.—Adam, Meldrum &
Anderson Co.
Butler, Pa.—A. E. Troutman Company
Cincinnati, O.—H. & S. Pogue Co.
Columbus, O.—F. & R. Lazarus Co.
Des Moines, Iowa—Younker Bros., Inc.
Detroit, Mich.—Crowley, Milner Co.
Harrisburg, Pa.—Pomeroy's, Inc.
Lebanon, Pa.—L. Samler, Inc.
Lebanon, Pa.—L. Samler, Inc.
Louisville Ky.—Stewart Dry Goods Co.
Minneapolis, Minn.—Dayton Company
Oakland, Calif.—John Breuner Co.
Portland, Oregon—Meier & Frank Co.
Richmond, Calif.—John Breuner Co.
San Diego, Calif.—Walker-Scott Corp.
San Francisco, Calif.—John Breuner Co.
San Diego, Calif.—John Breuner Co.
Stockton, Calif.—John Breuner Co.
Tacoma, Wash.—Frederick & Nelson, Inc.
Stockton, Calif.—John Breuner Co.
Tacoma, Wash.—Rhodes Brothers
Valleio, Calif.—John Breuner Co.
Washington, D. C.—The Hecht Co.



More Profits, Greater Yields from Richer Seed Beds with ROTOTILLER*

Garden culture is as old as man. But only in recent years have any appreciable advances been made to make tilling the soil of a small acreage a science. Yet, the reason so many gardens fail is the same today as in the past; namely, for want of a well prepared seed bed. Rototiller offers the home gardener or the man with a small acreage the best insurance policy he can have. It does the work of plow, disc, and harrow in one quick operation. Rototiller breaks up and thoroughly mixes organic matter, compost,

or manure throughout the tilling depth, quickly produces a superior seed bed in which plants mature faster. Early to market means increased profits. Better still, Rototiller can be made to pay for itself in as short a time as one season. Today, gardening can be a truly rewarding experience. Write now for complete information about faster, more profitable Rototiller methods. Use the handy coupon. The time to start preparation of plant-nourishing seed beds is close at hand.

ROTOTILLER

*Trade Mark Reg. U. S. Pat. Off.

POWER TILLER OF A HUNDRED USES

FRAZER FARM EQUIPMENT CORP.

York, Pennsylvania

A Division of GRAHAM-PAIGE MOTORS CORP.

- SEND COUPON TODAY -





FULTON MFG. CO., 2442 NORTH GRAND, ST. LOUIS 6, MO.



elete KIT only \$925

LANDSCAPE GARDENING

A thorough interesting and constructive HOME TRAINING, covering your regional conditions, for both those who wish to become LANDSCAPERS, DESIGNERS, GARDENERS, and those who wish to learn for their own use and pleasure.

NATIONAL LANDSCAPE INSTITUTE
Dept. H-4, 310 So. Robertson, Los Angeles 36,



GRAVELY MOTOR PLOW & CULTIVATOR CO.

screen your home once and for always Firestone Velon SCREENING

Once you put up Velon screens, they're up for the life of your home. No more taking your screens down in the fall...no more putting them up in the spring. Velon screens aren't affected by rain, snow or salt-spray. They won't rust or leave tell-tale stains to mar the house paint... they never need painting. And they're strong and resilient...they'll take rough treatment from children and come up smiling. Ask for Firestone Velon Screening at your hardware store, department store, your retail lumber, building supply store, or nearby Firestone dealer or store.

for home . for office . for factory . for institution

Complete instructions for easy installation furnished with every purchase.

Listen to the Voice of Firestone Monday Evenings over NBC



I BELIEVE CHILDREN SHOULD BE

SPANKED!



Jennie P. Bramer

have just spanked one of my young sons, and the peace that has settled over the household encourages me to say a few words in defense of spanking. And no headshaking, no stern disapproval or dire predictions can make me feel one guilty pang! I'll admit quite cheerfully that I am one of those parents who believe in spanking. A recent survey proved that we're in the majority, despite all that educators have done to reform us, and I think it's time something was said for our side of the case.

There was once a time when I didn't believe in spanking. I didn't believe in it when I didn't have children—a time which now seems a bleak and barren part of the past. I didn't believe in spanking when I was so seriously preparing for motherhood. The experience came to me rather late in life, and I approached it with profound awe. I read everything on the subject of bringing up children, from government pamphlets to Gesell, and became a convert to the "no physical punishment for my children" school. I was convinced that I should, and confident that I could, bring up my children without resorting to physical punishment. To begin with, I'd had more than average experience, or so I thought. In addition to having studied child psychology at a university, I had done some teaching and had, for one tumultuous summer, turned our rambling suburban home into a glorified camp. "A desirable place for desirable children," so the advertisements read. During this period, I had proved that you can manage children without spanking. And just to confound the critics, I'll say this: now that I have two children, I'm doubly sure I could rear them well without relying on hand or hairbrush. There's no doubt about it-it can be done.

Then why spank? Simply because there are times when spanking is the easiest, best method of correction—best for the children, easiest for me. I've come to believe that punishment should not only fit the crime, but

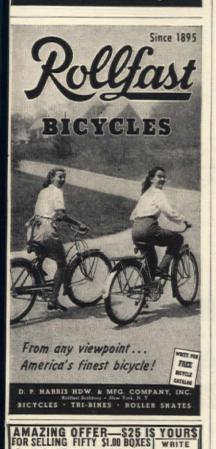


WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period.

Buy it from your druggist today

DR. HAND'S TEETHING LOTION Just rub it on the gums



Instant-Acting, Cushioning Foot Plaster

on cards. Each box sells for your profit 50c. It costs noth-

To instantly relieve painful corns, sore toes, calful corns, sore toes, cal-louses, bunions, tender spots, burning on bottom of feet—use Dr. Scholl's Kurotex. You cut this soothing, cushioning, flesh color, superior moleskin to or At

Dept. and 10¢



that it should fit the child and the parent. There are times when spanking does that as no other method can.

I believe in spanking because it works! It works just as it did this morning when I spanked my son; it relieves the tension and clears the air. It is easily understood by the child; it can be safely administered by the average parent; and it is a more natural and human method of correction than many of those employed by believers in nonspanking.

It's not that I don't believe in progressive education. Theoretically I do. and my children attended one of the most progressive of private schools during their nursery-school and kindergarten days. Nor am I returning to the old-fashioned ways of my own upbringing. I can count the number of spankings I received during my youth, and sometimes I've wished that there could have been more of them and fewer of those "serious talks." I'm sure my sweet, gentle father never spanked in anger and was utterly honest when he said that spanking was more painful to him than to the child. But I'm not at all sure that the serious talks did not leave a lingering pain, a sense of guilt too heavy for some of his children to cope with as they grew older. Spanking, if properly administered, is more wholesome in its immediate effect than a talk, and is less apt to foster that persistent feeling of guilt which psychologists warn us about.

ne salubrious effect of spanking, which is often overlooked by those who hold out for other methods of punishment, is the resulting feeling of expiation. No doubt this is childish and immature, but all of us like that sense of having somehow atoned for wrongdoing. A child likes to feel that "It's all over now," that he's paid the price for his bad behavior, the slate's clean, the air clear, and the fresh start made. A few minutes ago, my young son, the one I just spanked, dashed in with a hug and kiss for me and, with a happy whoop, rushed outdoors to play. It was obvious that he felt carefree and happy again, and that I think is how he should feel. It seems easier for both of us to feel that way after a spanking than after some other punishments. He knows the matter is closed and that it won't be mentioned again. On the other hand, I believe that this particular spanking will have some restraining effect on him when next he's tempted to throw something at his brother who has angered him. (This time it was a roller skate, and the aim was all too good. It could have been a catastrophe in our household.)

In answer to those who argue that aggression should not be met with aggression and that physical force will not curb physical violence, I can only say that I am not talking about whipping or brutal treatment. Parents who treat children with violence are not average parents and are themselves subjects for the courts or the psychia-

Do you hate to ask about these Intimate Physical Facts?



The custom of vaginal douching is so great today—the question is not whether a woman should douche-but rather what she should put in the douche.

And you certainly will want to know that no other type liquid antiseptic-germicide tested for the douche is so POWERFUL yet so HARMLESS as ZONITE! Scientists tested every generally known antiseptic and germicide they could find on sale. And No OTHER type was SO POWERFUL yet SO SAFE to tissues.

Cautions Against Weak or Dangerous Products

Pity those old-fashioned women who from ignorant advice of friends still use such 'kitchen makeshifts' as vinegar, salt or soda in the douche. Vinegar, salt or soda in the douche are NOT germicides! They never in this world can give the great germici-dal and deodorizing action of ZONITE.

Some day you'll realize the importance of using only a germicide intended for vaginal douch-

POWERFULLY germicidal with deodorizing and dissolving qualities yet one SAFE to tissues. So why not benefit by ZONITE now?

A Modern Miracle

ZONITE positively contains no phenol, no mercury—no harsh acids—overstrong solutions of which may damage tissues and in time even impair functional activity of mucous glands. zonite is truly a modern miracle! You can it as directed as often as needed without the slightest risk of injury. ZONITE is non-irritating. Non-poisonous-no poison warning is needed on the ZONITE bottle.

zonite actually destroys and removes odor-causing, clinging waste substances, helps guard against infection. It immediately kills every germ it touches. You know it's not always possible to contact all the germs in the tract. But you can be sure zonite does kill every reachable germ and keeps them from multiplying. Complete douching directions with every bottle.

Lonite feminine hygiene (Address.

FREE! NEW!

For amazing enlightening NEW Booklet containing frank discussion of intimate physical facts, recently published—mail this coupon to Zonite Products, Dept. AH-48, 370 Lexington Ave., New York 17, N.Y.

State_

THE AMERICAN HOME, APRIL, 1948

(HE SAYS:) "M-M-M-What a life!"



Is life a "bed of roses" for your dog? Give him the flavorful, nourishing food that has every vitamin and mineral dogs are known to need for vigor and perkiness. That's Gro-Pup, the only Ribbontype dog food—a toasty, tasty blend of 23 wholesome ingredients.

(You SAY:) "M-M-M-What a saving!"



Look at the labels! Many canned dog foods actually admit to as much as 70% water! Gro-Pup is 92% food-approximately as much by dry weight as in five 1-lb. cans. Needs no refrigerationwon't spoil in container. Feeds an average dog of around 20 lbs. for only about 7¢ a day!

(P.S. In Meal and Pel-Etts too-all made by Kellogg's.)

The Biggest Box on the shelf



Dogs Go For GRO-PUP

trist. I am talking to, and about, those of us who are devoted parents, honestly seeking the best ways to get along with our children. And a lot of us parents do believe in spanking!

What of those parents who may want to spank, but restrain themselves, or of those who do spank and then feel guilty? They might feel less guilty if they gave more thought to when, why, and how to spank, and then made their actions conform to their beliefs. I have done just that, and I can now feel free from any sense of guilt in such matters.

When to spank? It strikes me that there is a period in a child's life when he is "spankable", when he is too young to have his dignity imperiled by such treatment, yet is old enough to understand perfectly the justice of the action. I can well believe that this period varies greatly with different children, but with my own I've found that it extends from about three to seven years. A child can understand reason and justice, but to sit down and argue it out is often too trying a process-for both child and parent.

Why a spanking? It's for those times when, as someone once said, a spanking is "itchingly indicated." Obviously, it would be impossible to make a list of specific actions which call for a spanking. The child and the circumstances must decide this for you. Every parent of "average" children knows that during the early years a child often behaves in a manner intended to "test out" the grown-

ups. He wants to see how far you will let him go, how bad he can be without incurring your disapproval or arousing your wrath. Fundamentally, of course, he doesn't want you to let him go too far. He wants to feel the security of your restraint, the comfort of knowing that you never will let him be too bad.

very mother recognizes this behavior—the defiance, deliberate disobedience, persistent impudence. It is true that children's natures vary greatly in this respect, but I've yet to work with a normal, healthy child who won't sometimes show signs of trying to find out how far he can go by deliberate misbehavior. Spanking, I find, is the quickest and most sensible way to answer him. It is at this point, I think, that some of my really 'progressive" friends have failed woefully. One mother I know has a sevenyear-old daughter who has been under the care of a psychiatrist for the past year. The mother, believing that she was being very "modern", persistently ignored bad behavior on the part of this child. But being ignored was not at all what the child wanted; she wanted attention, which she never received from her undemonstrative mother. The mother practiced the theory that naughtiness merits no attention, with the unhappy result that the child became increasingly frustrated, and the mother became painfully controlled and suppressed



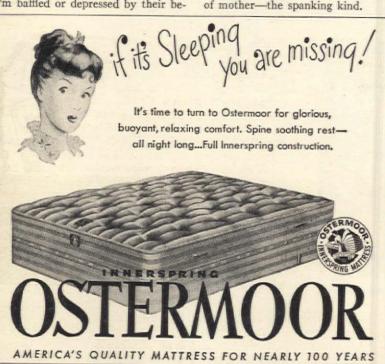


I want my children to know that their behavior receives my attention, that it merits my concern and arouses my anger. Perhaps anger is too strong a word, but the behavior which provokes it is the only kind which warrants a spanking in our household. The behavior which evokes other responses, such as sorrow or a sense of failure on the part of a parent, is not a "spanking" offense. In short, I think parents can spank safely only when they know their fundamental relationship with the child is right. My boys know that I love them and that nothing they do can ever disturb that love. They are too spontaneous in their affection, too eager for me to be with them for me ever to entertain fears that I cannot safely discipline them in whatever way I find easiest and best. If spanking, which becomes directly and swiftly called for by behavior, is the easiest way, then I 'applaud with one hand." And that's the method I use; paddles, straps, and hairbrushes seem much too harsh.

Another reason why I find spanking advisable at certain times is that besides being a mother, I'm a breadwinner. Fortunately, I am able to arrange my work so that I'm with my children almost as much as any mother could be. But the time I have to spend with them is precious and important. I don't want to spend a lot of it figuring out how to get along with them or how best to correct them. I don't want them to feel that I'm baffled or depressed by their behavior, that it is unduly serious and that I am unable to cope with it quickly and easily. At their present ages, at least, I want them to feel that Mother has the situation well in hand. And I don't want them to carry around with them in later years any picture of their "poor, sweet, saintly mother" struggling to support them.

want them to think of me as a person it was fun to be with, who enjoyed them and never was depressed or overwhelmed by their behavior, and who was able to punish them if, as, and when they needed it. On the other hand, I don't want to become too much of a pal or forget that a child is always able to find pals of his own age and he needs a parent first.

In short, I find that spanking is an efficient way of dealing with minor problems of behavior (I haven't had any major ones yet) and that administering a spanking when it is deserved gives me more time and freedom to enjoy my children. If it sounds as though I spank habitually and frequently, let me hasten to correct that impression. If spankings were required constantly, I would regard that, in itself, as proof that the method was a failure. If one wants statistics, I should say that the average rate is not more than once or twice a month, It has been consistently higher for one child than for the other, but he's that kind of child. And I'm that kind of mother-the spanking kind.





Shake Salt & Pepper to Music

Just lift either salt or pepper shaker and a tinkling melody will accompany your effort. Has lots of other interesting uses, too. Salt and pepper shakers can be replaced with ash trays, glasses, etc. Center revolving flower vase is brass plated. Finished wood base in walnut or blonde contains imported Swiss music box. Price, in walnut finish \$7.50; in blonde finish \$6.95. Send check or M.O. No C.O.D.'s.

SWISS COMMERCE, INC. 120 West 42nd St. New York 18, N. Y.





Fourth in a series by
the eminent pediatrician,
Dr. Samuel R. Berenberg



Watching

YOUR CHILD'S

excessive love of Threets

• It's important to keep youngsters from eating sweets between, or just before, meals, since continued gorging will result in a chronically jaded appetite. Parents can encourage a wholesome mealtime philosophy by setting a good example at the table. Every meal should be a pleasant experience regardless of the child's age

Almost everyone, young and old alike, likes sweets a The taste for sweet flavors is one of the earliest at infant acquires. Breast milk is sweet (would that more mothers breast-fed their young!), and most for mulas contain some form of sugar in order to provide the infant with the relatively large number of calorie needed for the inherent rapid growth of the early months of life. Adding sugar to a formula usually make its composition similar to that of mother's milk. It is not added, as some people think, to tempt the baby' appetite with a pleasant flavor. The taste for sweets is not usually one which has to be cultivated.

About the time a baby begins to take a variety of solid foods, pediatricians generally reduce the amount of sugar in the formula, and soon thereafter it is completely eliminated. This reduction is most necessary when such foods as sweetened custards and puddings become a regular part of the infant's diet. The very property of sugars which makes them so valuable in the early months—their heavy concentration of calories in small

amounts of food-is exactly the same property which makes it necessary to guard against their excessive use at any age, in early childhood as wel as in adult life. For sugars contain no vitamins, no minerals. They pile up calories without assisting directly in the building of bones, muscles teeth, or tissue growth. Since sugars and other sweets are solely energyproducing substances, they should not be depended on to supply the basic materials necessary for proper growth and reparative processes. It is true that most of the sugar which the body does not need to burn up as energy will be stored as fat. But, important as adequate weight gain is in the developing child, it is not the sole criterion by which good healthy growth is to be judged. In the case of the human organism, too much stored fuel may make the fires of body vitality burn sluggishly. Important, essential growth may be slowed down by supplying the energy reservoir with so great an excess of sweet foods that there is no appetite for the tissue-building substances. A fat child is not, as many believe, necessarily as healthy as he should be. That heavy coating of fat may be hiding poor muscular development. Too often the fond parent has his vision obscured by this fatty curtain. A fat child may be undernourished in a very real sense if his diet contains too many sweets and





"NOBODY BEATS ME TO THIS BATHROOM!"

Send for our new free color Booklet W, showing practical arrangements of Kohler fixtures, with floor plans, color schemes, and other helpful information. Kohler Co., Kohler, Wis.

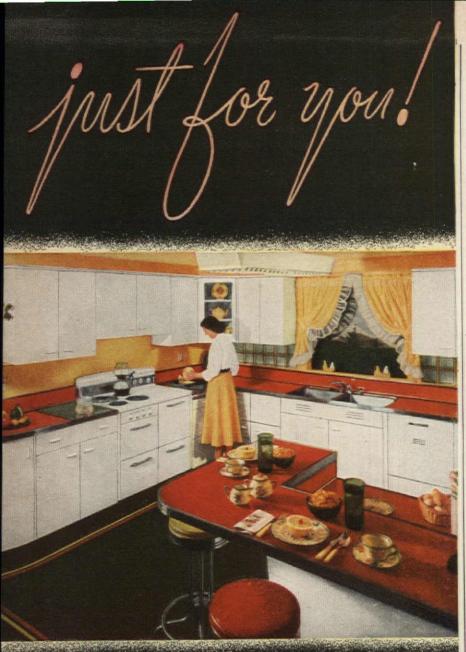
BATHROOM fixtures that are inviting and convenient to use encourage healthful habits. With Kohler plumbing you can have the many satisfactions that go with first quality, at no extra cost.

The illustration shows how attractively Kohler fixtures can be arranged in a simple, distinctive setting, with practical storage facilities.

The Cosmopolitan Bench Bath, with the efficient Triton Shower Mixer, and the Gramercy Vitreous China Lavatory harmonize in design. Intense firing gives them glass-hard, permanently lustrous, easy-to-clean surfaces. The brass fittings, chromium plated over a coating of nickel, are made for lasting service.

Consult your Kohler plumbing dealer for advice on bathroom, washroom, kitchen or laundry fixtures. He'll explain Kohler quality—a 75-year-old tradition—protects against worry and expense. Kohler products are made at one plant, under one supervision.

KOHLER OF KOHLER



In your St. Charles Kitchen, every unit, every part is made at the factory, according to the plan you approve. That is why you can have so many features you cannot get anywhere else. You choose from a dozen special purpose units made only by St. Charles...such as a special unit to house your electric mixer under the counter...a towel drier with heater and blower...a fruit and vegetable storage unit. You get still further convenience with thirty-four accessories which fit into the units...such as sliding flour or sugar bins... lid and tin file...built-in fluorescent lights.

In the kitchen shown here, note the two-level breakfast bar, with the curved top...see the stainless steel insert next to the snugly fitted range...the continuous L-shaped counter with double bowl sink.

Your kitchen may not be at all like this. It may be large or small, your home may be old or new. No matter. Your St. Charles Kitchen will fit, and will make the best possible use of every foot of space.

St.Charles

THE QUALITY NAME IN KITCHENS

SEND FOR COLORFUL NEW BOOK

"Your Kitchen... and You." Shows complete kitchens from photographs...pictures many St. Charles units and accessories. Send 10 cents to cover the cost of mailing and handling. Tell us if you plan to build or remodel soon. Address St. Charles Manufacturing Co., 1682 Dean Street, St. Charles, Illinois.

too few of the body-building foods.

Naturally, energy foods have their proper place, and an important one, in daily diets. But they must supplement, not replace, those foods which allow the body to develop, and which maintain it in a state of optimum health. The well-balanced diet should include foods from the seven basic groups. Briefly these are: leafy, green and yellow vegetables; citrus fruits and other foods high in vitamin C; potatoes and other vegetables and fruits; milk and cheese; meat, poultry, fish, eggs, or dried beans and nuts: whole-grain or enriched breads and cereals; margarine and butter. This diet is fundamental, but allows for the choice of a wide, exciting variety of foods which can meet any of the usual idiosyncrasies of childhood. Many energy-producing foods may be added: sugar, desserts, jams, sweets of all kinds. But the amounts must be carefully planned if they are not to interfere with a balanced diet.

ur culture has developed a conven-tional eating pattern which wisely places dessert at the end of the meal. But this pattern is not always observed. Any parent who ever has stifled his or her own hunger just before mealtime with a piece or two of candy, and then lost interest in the pending meal, should readily understand the importance of keeping children from eating sweets between, or just before, meals. As for the child whose appetite is already poor, it's best to forget the candies, soft drinks, cookies, and rich desserts for quite a while. His energy requirements will be satisfied by the "basic seven" food groups. Because so many children may prefer the sweets to the other foods, they will be deprived of the benefits and pleasures of knowing a wide range of flavors and textures if they are not taught to eat balanced meals. This often leads to the food fads and abnormal eating habits of adult life. Improper eating habits may also complicate the social habits of a child, since he may be looked upon as being peculiar by those classmates who do eat normal, well-rounded meals.

Each meal should be a pleasant experience, whether at home, at school, or with relatives, regardless of the child's age. This is important for the child's emotional, as well as physical, well-being. Parents can help inculcate a good mealtime philosophy by encouraging good eating habits from the earliest days. Some of the children who have "feeding problems" are those who have been permitted to acquire an inordinate love of desserts (including pastries, jellies, jams, and ice cream) to the exclusion of really essential foods. Only too often, parents will use sweets as a bribe in their desire to see that a child eats well. This is a serious error. Of course, ever afterwards the child will look on desserts or sweets as something very special. The eating of other foods will be looked on as an unpleasant chore and, more likely than not, the child

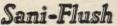


Don't hesitate

Sani-Flush is safe for use in toilet bowls connected to septic tank systems. This is proved to your satisfaction in a scientific report. Write for it. Sani-Flush cleans and disinfects toilet bowls chemically. Leaves only odorless freshness. No scrubbing.

Effective in hard or soft water. All grocers have it. Two handy sizes. The Hygienic Products

Co., Department 464, Canton 2, Ohio.



KEEP

TWO CANS





GENERAL CONTEST MAGAZINE
1609 E. 5th St., Dept. 29A Duluth 5, Minn



a perfect lamb of a cake makes an adorable centerpiece for showers or birthdays. It's simple to bake with the aluminum cake mold pictured below. 12" long, 3" thick. Easy instructions included. \$5 postpaid, No. C.O.D.'s please. Sold only by mail!

Sold only by mail!

RENALDE 1525 18th St.
Dept. G. Denver, Colo.

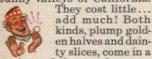




Easy ways to use Canned Cling Peaches

Simply open the can, and serve! A wonderful dessert for unexpected guests! Andthequickestway

on record to make beautiful sun-gold salads! Or suppose it's a thrifty bread or cornstarch pudding for dessert: dress it up with sweet, juicy canned cling peaches from the sunny valleys of California.



variety of sizes and syrups for any purpose, any purse. Just make sure the label says 'clings"...they're California's

Copyright 1948, Cling Peach Advisory Board

Peach Party Loaf

A sure success with canned cling peaches

2 packages Lemon Jell-O 1/4 teaspoon salt
1 cup hot canned cling peach syrup 1½ cups hot grapefruit juice 1½ cups drained sliced canned cling peaches 2 tablespoons chopped pimiento

1¼ cups cottage cheese
½ cup chopped celery
2 tablespoons chopped parsley
1½ teaspoons grated onion ½ teaspoon salt Salad greens

Dissolve Jell-O and 1/4 teaspoon salt in hot syrup and fruit juice. Cool until slightly thickened. Arrange peaches and pimiento in bottom of oiled 9x5x3-inch loaf pan and cover with half the Jell-O mixture. Chill until firm. Add cottage cheese, celery, parsley, onion, and ½ teaspoon salt to remaining Jell-O and blend. Turn into pan over firm peach layer. Chill until firm. Unmold on crisp greens. Serve in slices. Makes 8 to 10 servings.

*Jell-O is a registered trademark of General Foods Corp

Check the label-Choose your favorite brand of Canned Cling Peaches from California



will suffer his way through the eggs, potatoes, and string beans only because he sees chocolate éclairs on the horizon. Later on, he'll skip the vegetables and fruit almost entirely and want more and more bread and jam.

The well-wishing friends and relatives who always manage to have a pocketful of gum, lollipops, and candies for your child whenever they meet him, either at home or on the street, are unwittingly doing him a disservice. Don't be embarrassed about asking them to refrain or suggesting that they turn the supply over to you for disposition at the right time. There is good evidence to suggest that the "right times" may be infrequent. There are some children whose teeth seem to decay rapidly when sweets are eaten. Lollipops, hard candies, chewing gum, and soft drinks are particularly serious offenders. Soft drinks are usually sweet drinks, a fact too frequently overlooked.

Sometimes the sweets habit is acquired without the parents' knowledge. At nursery and other schools it has been a common custom to offer candies of one kind or another as a reward for good behavior, or they may be given as an inducement for remaining quiet during a story-telling period or for going off to sleep readily.

Occasionally, parents may aid and abet in this activity by sending children off to school with sweets enough for all the classmates, or at least enough for a few intimate friends. Summer camps are especially favored in this regard. Sunday visits require that parents put their best foot forward, and they usually turn up with bags sufficiently laden with sweets to supply the whole camp group for the ensuing week or two weeks.

It might appear that the restriction or elimination of these gifts would upset the children at school or camp. In actual practice this does not happen if sensible reasons for their elimination are given to the children. Even three-, four- and five-year-olds wil accept the idea that excessive use of sweets can interfere with the best dental and body growth. As in so many situations in childhood, children will co-operate when they know that parents, teachers, or counselors are acting in their behalf with intelligence and understanding rather than with nagging or arbitrariness.

Holidays are a favorite time for overindulgence in sweets. The supply piles up at home on these occasions, and it becomes difficult for the child to be able to withstand an all-day or all-week-end orgy on sweets. Here again, the parents' example in limiting their own intake and not flaunting their love of sweets will simplify the situation for the young ones.

So try to prevent any undue desire for sweets by providing a varied, interesting diet for your child from the earliest possible age. Take pleasure in eating yourself, and make each mealtime a period of pleasant social activity. Avoid using sweets as a substitute for affection or as a reward, and do not threaten a child with their removal. Sweets do have their proper place, and it's not between meals or in place of meals. When used, they should come directly after mealtime, and they should be eliminated when they are interfering with appetite or increasing feeding problems.



Tomlinson furniture, courtesy W. A. Hathaway Co.; Photographs by F. M. Demarest

• It almost seems, sometimes, as though parental love and affection are synonymous with candies and sweets. It isn't as difficult as it might seem to cut them down to the vanishing point. Apples, oranges, pears, and peaches will be gladly accepted as substitutes





UP TO

FREEZING

The Refrigerator That Revolutionized An Industry

New Hotpoint Refrigerator

A Big, Roomy Refrigerator That Gives You The Extra Storage Space You Need Without Taking Up Extra Floor Space . . . Biggest Advance In Refrigeration History

STAR-STUDDED with revolutionary new postwar features and advancements, the brilliant 1948 Hotpoint Refrigerator sets new high standards for the industry-with more space, more freezing speed, more of everything, in the same kitchen area as before! Here are just a few of its outstanding advantages: Up to 50% extra storage capacity; 58% faster freezing; larger meat cooler that easily holds a big family-size roast.

Designed to stand a quarter century of service, Hotpoint's new sealed-insteel mechanism is so compact it takes

far less space-so efficient it speeds up freezing on even less electricity. Among the many great advancements are a new butter conditioner, two Hi-Humidity chambers for vegetables and fruits, a big flexi-cold compartment for low temperatures and a super-speed freezer that holds 31 pounds of frozen foods.

See Hotpoint before you buy any refrigerator. There's a model for every purse and purpose. Your Hotpoint dealer is listed in phone book.

Hotpoint Inc., 5600 W. Taylor St., Chicago, III.



• Swing-out leftover rack has covered glass jars for storing leftovers, jams, spreads. Also ideal for egg storage and can be lifted out to use as a snack bar.

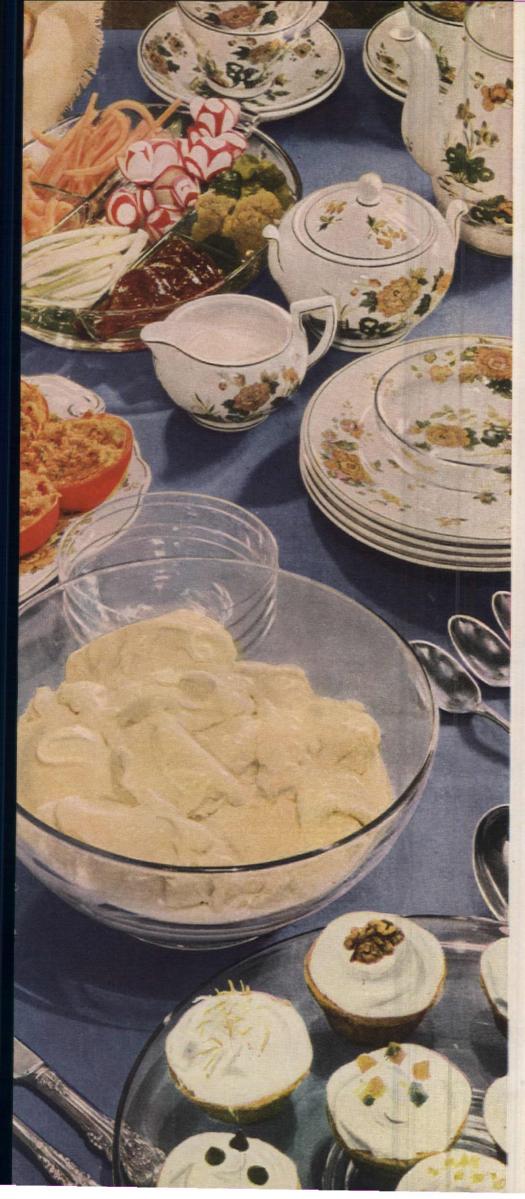


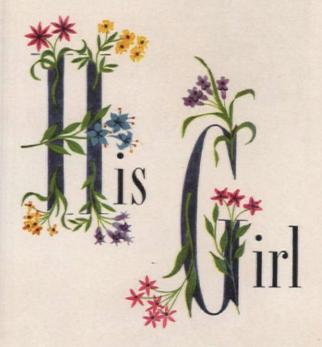


• Hotpoint's new and improved butter conditioner furnishes a temperature controlled compartment for keeping butter fresher longer-always at the right consistency for easy spreading.









comes to dinner!

Good food is a link between women. It speaks a language when properly served, not always understood by men. This is the reason that, when a boy brings his girl home to dinner, his mother sets the table according to her own ideas, plans a meal without asking for suggestions. The table must say, "This is the way my son was brought up. This food is the food he likes."

On these occasions in our house the silver fernery was freshly filled with soft green, and it spoke of friendliness, neatness, and informality. The china and the silver were our very best; the tablecloth was linen, smooth and heavy. These told the important position food had in the household budget, regarding both time and money. Without a word, the daughter-in-law-elect learned a great deal of the home background of the man of her heart.

The food? At such a meal it must be traditional and simple. Pineapple cup as a pleasing color note. Then beef, of course, cooked to the right degree of tenderness, shining brown on the surface. Then perfection salad, that old-fashioned way of making cabbage-slaw company food, with mayonnaise as garnish. A hint of kitchen window-gardens in herb-scented broiled tomatoes. Hot rolls. Ice cream and many small cupcakes, thumb-deep in icing, is the natural dessert for this meal. And, finally, coffee.

Rib roast cooked to medium, or a thick steak cooked rare could be offered in place of pot roast. But in those homes where cooking and thrift are joint virtues, pot roast is an excellent choice. Each food on the menu can be a conversation piece. Any girl has known a variation of each of them in her own home, and recipes or cooking hints make table talk easy between an older and a younger woman.

A man cannot understand the type of information such a dinner in such a setting passes from one woman to another. But this particular dinner, in a strange way, flatters the boy more than it does the girl. He feels that this is not the intention, but it is so. Why? Because his mother is thinking, while she is serving and talking, that it was nice of him to bring his girl to dinner. It was nice of him!



Men go for this country-corn flavor—

sure as our name's Del Monte



Del Monte corn

the brand that always puts flavor first

Piping hot and steamy—that's the way they like it. Every plump golden kernel fair to bursting with sweet corn flavor.

We specialize in corn like that and call it Del Monte Vacuum Packed Whole Kernel Corn. Delicate, extra thin-skinned kernels . . . cut from the cob at their golden promise of full sweet flavor.

What's more, you'll also enjoy Del Monte Brand Golden Cream Style Corn. Yes, it's really something to try—smooth, creamy, with plenty of tender-skinned kernels to round out the good eating.

For corn that's corn, country-sweet and good—look for the brand that puts flavor first—Del Monte. In fact, for all-around corn enjoyment, why not get both styles?

CORNPATCH SUPPER PLATTER

Open 2 cans Del Monte Golden Whole Kernel Corn. Fry until brown 1 lb. bulk sausage meat, stirring with fork to separate bits of meat. Drain. In 4 to 6 thsps. of the drippings, sauté till tender ½ cup each: finely cut celery, minced onion, chopped green pepper. Add cooked meat, ½ to 1 tsp. chili powder, 1 can Del Monte Tomato Sauce, ½ cup of the corn, salt to taste. Heat thoroughly; spread between Corn-meal Pancakes. Serve with a tomato-cheese sauce and the rest of the corn, heated and seasoned.

CORN-MEAL PANCAKES

1/2 cup yellow corn meal 1/2 tsp. each, salt and sugar 1 tbsp. drippings 1/2 cup boiling water 1 egg, beaten
¼ cup milk
¼ cup sifted flour
1 tsp. baking powder

Combine corn meal, salt, sugar and drippings. Add the boiling water gradually. Add combined beaten egg and milk. With a few strokes, stir in flour and baking powder, sifted together. Bake on ungreased or lightly greased griddle. Makes 4 to 5 very large pancakes.

The Family Dinner

Pineapple Juice with mint

Pot Roast Pureéd Gravy

Potatoes Minced in Milk

Tomatoes with Herb Crumbs

Perfection Salad

Ice Cream

Coffee

Cupcakes



Lunch Any Day

Tomato Juice or Clear Hot Soup
Macaroni and Cheese Casserole
Tunafish Salad or Salmon Salad
Cookies Fruit Cup

Lemo

emon Sug



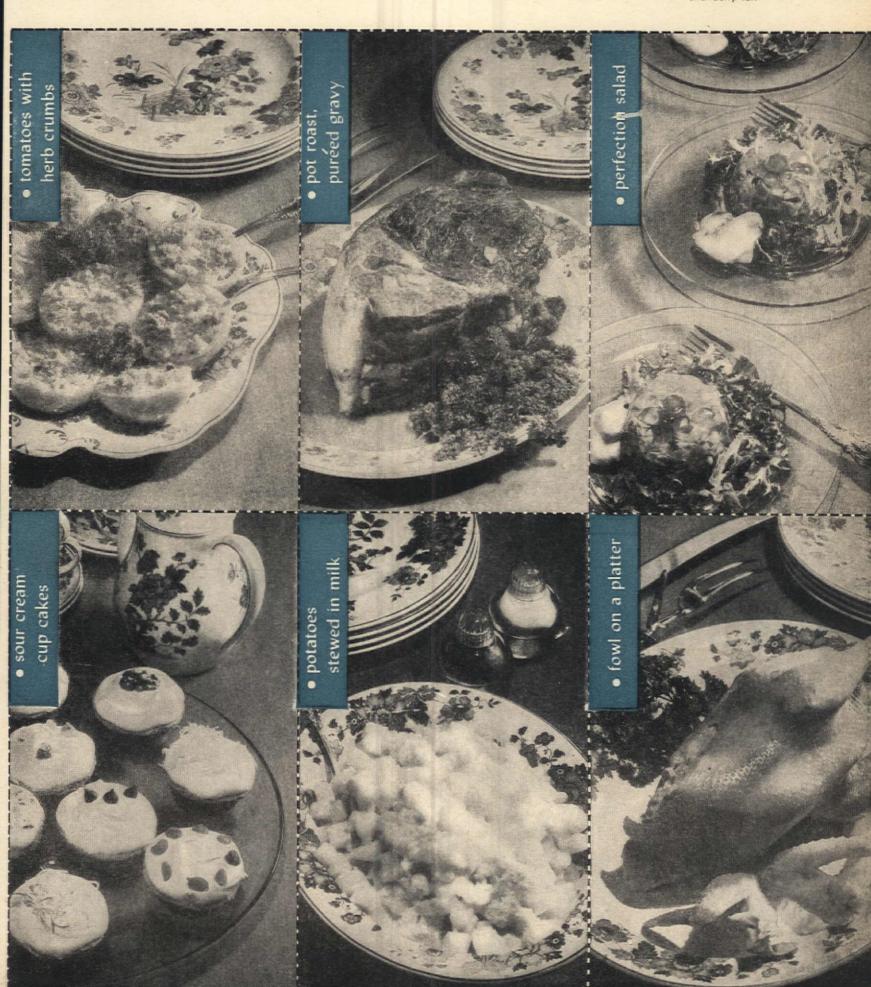
Saturday Suppers

Sour Cream Potato Casserole
Cold Sliced Bologna
Water Cress and Orange Salad

0

Corn Pudding Frankfurters

Strawberry Tart



Rub bird with butter, return to oven uncovered, and let brown slowly. Press carrot and onion through a sieve, into the juices. Skim off any extra fat and thicken only if desired. Add an herb bag, bring to a boil, and serve sauce roasting, but do not stuff. Place on a rack in a roasting pan, add I cup water, a cut up carrot, and 2 small, whole onions. Cover and place in slow oven 300°F) 3-4 hours, depending on the tenderness of the bird. Add more water if it cooks away. The bird must be very well done before it is browned. When very tender, remove from pan and drain off liquid with the carrot and onion. ash and carefully pick over a good-sized, plump fowl. Truss as for very hot with the browned fowl.

Serves 6

712 cal. per serving

Source of vitamin B complex

Tested in The American Home Kitchen

Preparation time: 11/4 hrs.

stewed in milk potatoes

Preparation time: 4.5 hrs.

6 potatoes 1 onion, minced 2 cups milk

Salt and pepper to taste Grated Parmesan-type cheese

Scrub and pare potatoes, Cut into dice, approximately ½ inch square. Parboil 10 minutes. Drain, Place in upper part of double boiler, add onion and milk, cover and cook 1 hour or until potatoes are tender and milk absorbed. Season to taste, Turn into hot serving dish; sprinkle with cheese just before bringing to the table.

158 cal. per serving Serves 6

Source of vitamins A, C, B complex

Tested in The American Home Kitchen

 sour cream cup cakes

Preparation time: 35 min.

ty, cups sifted cake flour type, baking soda tsp. cream of tartar tsp. salt cup butter or shortening

r egg, unbeaten 1/2 tsp. vanilla flavoring 3/4 cup sour cream

34 cup sugar

shortening, add sugar, and cream well. Add egg and vanilla and beat well. Then add flour alternately with sour cream, beating until blended. Pour into well-greased muffin tins and bake in a moderate oven (350°F) 15-20 minutes. Frost with the following boiled frosting: Combine 2 unbeaten egg whites, 1/2 cups sugar, 5 tbs. water, 11/2 tsp. white corn syrup in the top of a double boiler. Place over boiling water and beat with a rotary egg beater or an electric beater for 7 minutes, or until icing stands in peaks. Beat in 1 tsp. vanilla. Decorate cupcakes with chocolate bits, walnuts, or shredded coconut

345 cal. per cupcake Makes 12 medium cupcakes Fested in THE AMERICAN HOME KITCHEN

Source of vitamins A, B complex

Preparation time: 20 min. (2 hours to chill)

perfection salad

unflavored gelatin cup cold water I cup hot water 14 cup cold way cup sugar 15 tsp. salt I tbs.

14 cup mild vinegar I the lemon juice

2-3 whole pimientos

garnish. Allow to stand a few minutes. Cut remaining pimiento into small pieces and add with the cabbage and celery to the remaining, slightly thickened, gelatin mixture. Fill the molds and chill until firm. Turn each mold out onto until dissolved. Add vinegar and lemon juice. Cool. Rinse molds in cold water and place a garnish of pimiento in the bottom to accentuate the shape of molds When the gelatin begins to thicken, place about 2 tsp. over the pimiento Soften gelatin in cold water. Add sugar, salt, and hot water and stir cup celery, cut in small pieces a plate of chicory and serve with mayonnaise.

used.

Tested in The American Home Kitchen

Source of vitamins A, C

45 cal, per mold

Makes 6 medium molds

pureed gravy pot roast,

I large onion, diced Salt and pepper to taste

rump roast (4-5 lbs.) large carrots, diced

cup water

Wipe meat with damp cloth if necessary. Trim off any excess fat. Melt a little of this fat in a hot, deep skillet. Then sauté meat slowly on all sides until a good brown. Add water, cover, and cook over very low heat 2 until done, about 2 hours longer. Remove meat from pot. Press vegetables, with hours. Add carrots and onion, a bit more water if necessary, cover and simmer their liquid, through a sieve. Season to taste. Skim fat from surface and thicken if desired, Place meat on deep platter, pour gravy around it. Garnish with parsley

Source of vitamins A, B complex 399 cal. per serving Serves 8-10

Tested in The American Home Kitchen

tomatoes with

herb crumbs

Preparation time: 20 min.

Dried rosemary Dried basil Pepper

firm, well-shaped tomatoes

Dip cut end in butter. Sauté crumbs and seasonings to taste in remaining butter and sprinkle liberally on buttered surface of tomatoes. Put beneath a low broiler heat for 10 to 12 minutes, or until tomatoes are heated through, and crumbs are well browned. Serve at once. Wash and remove stem end from tomatoes. Cut in half, crosswise. 3 tbs. butter, melted

Source of vitamins A, C, B complex 136 cal. per portion Serves 6 Tested in The American Home Kitchen

am Cheese Magic



SUNDAY OPEN HOUSE

MARJORIE DORRANCE

My husband is from the South—I am from the North. Our opinions do not differ very much—except when the subject is food. As a newlywed, and inexperienced cook, I remained faithful to the round steak, French fried potatoes, and tomato salad on which I had been raised. But I knew my husband yearned for the homemade breads and laboriously prepared feasts he had known "as a boy". His favorite memory concerned their Sunday night open house and supper. So I knew when his Aunt Lil and three cousins were due for a visit—arriving on Sunday afternoon—some Southern dishes were a "must". With the help of cookbooks, imagination, and friends, we arranged

"Sunday Opene House Down South—Up North".

My husband's mother had adored magnolia blossoms. The best I could do were several artificial sprays. But they were attractive in a wooden bowl at one end of our supper table. At the other end of the table, we had a low, wrought-iron candelabra with thick yellow candles and, around its framework, I wove some fresh, shiny green ivy.

The food I put together tasted wonderfully Southern. A pressure-cooker saucepan and a packet of dried soup powder made a hearty first course. Tenderized ham and canned fruit salad made the main dish a thing of speed and beauty. Muffin mix plus biscuit mix produced a hot bread.



Preparation time: 25 min.

Ham bone or hock end Dry pea-soup mix 2 qts. water

Cayenne pepper Croutons or ready-to-eat cereal rounds

to mix with the soup powder. Cook soup according to the directions given on end in water 1-2 hrs. If a pressure cooker is used, cook at 10-15 lbs. pressure for 15 minutes, or follow directions given with your particular pressure cooker, Skim off the grease and use stock the package. Add a dash of cayenne pepper and any bits of ham scraped from the bone, Serve with croutons or cereal rounds. Boil the ham bone or hock

89 cal. per serving Serves 4-6

Source of vitamin B complex

190 cal. per serving

Serves 6

Recipe submitted by Mariatie Dorrance Camellia dishes, Metlox of California

Recipe submitted by Marjorie Dorrance Camellia dishes, Metlox of California

Tested in The American Home Kitchen

Preparation time: 20 min.

r tbs. chopped onion r tbs. melted shortening 2½ tbs. flour 1/2 cup cream

1 cup crabmeat

tsp. Worcestershire sauce ½ tsp. Worcestershire sau Salt and pepper to taste ½ cup dry bread crumbs

cream and cook, stirring constantly until the mixture thickens. Carefully remove all shell particles from crabmeat and add to the white sauce with the Worcestershire sauce and salt and pepper to taste. Mix well and cool. When cool enough to handle, drop the mixture by teaspoonsful into the bread crumbs and roll into small balls. Place in a greased pan and broil, turning to brown all sides or, if preferred, fry in deep fat (390°F) about 2 minutes or until Cook onion in shortening until tender. Stir in flour, gradually add brown. Serve either hot or cold on toothpicks.

Source of vitamins A, B complex Makes 31/2 dozen 15 cal, per ball Recipe submitted by Marjorie Dorrand Camellia dishes, Metlox of California Tested in The American Home Kitchen

Preparation time: 25 min.

I pkg. frozen lima beans, or 2 lbs. fresh ½ cup cream 4 tbs. butter or margarine Salt and pepper

mushrooms, sliced cans kernel corn, seasoned and heated small can or 1/4 lb. fresh

Cook lima boans in boiling, salted water until tender. Drain. Return to pan; add cream, 2 tbs, of the butter, salt and pepper to taste, and then heat. Sauté the mushrooms in the remaining 2 tbs, butter and add to the lima beans. Serve hot. The lima beans and mushrooms are especially good when served with well-seasoned kernel corn as a second vegetable.

320 cal. per serving Serves 4-6

Source of vitamins A, B complex

Recipe submitted by Marjorie Darrance Camellia dishes, Metlox of California

Tested in The American Home Kitchen

Preparation time: 35 min.

quick corn loaf

1/2 cup prepared biscuit mix 11/2 cups corn-muffin mix

I egg, unbeaten

and mix well. Pour into a greased, 8-inch glass pie plate. Bake in a moderate oven (350°F) for 25 minutes or until done. Cut in wedges and serve hot. Source of vitamins A, B complex

Tested in The American Home Kitchen

 ham steaks with fruit

• To make an inexpensive tea dainty, spread wellsoftened cream cheese liberally on crisp crackers and then top with a bit of bright jelly or prepared fruit beat 2 tablespoons milk or cream into 1 pkg. cream cheese and slowly beat in 1 cup confectioners' sugar

(350°F) for 25-35 minutes or until done, basting with the juice in the pan. Serve with candied sweet potatoes. If tenderized ham is not available, cover

slices of regular ham with cold water, bring to a simmer and cook covered, 20

minutes. Then drain and proceed as above.

704 cal. per serving

Serves 4-6

Recipe submitted by Marjorie Dorrance Camellia dishes, Metlox of California

Source of vitamins A, B complex

Place one ham steak in a shallow baking pan, Mix together the brown sugar and mustard and sprinkle half over the ham. Pour over ½ can of the fruit cocktail. Cover with the remaining ham steak and top with the remaining brown sugar mixture and the fruit cocktail. Bake in a moderate oven

½ tsp. dry mustard I (No. 2) can fruit cocktail

2 (1 inch) tenderized ham steaks 1/2 cup brown sugar

Preparation time: 35 min.

crab appetizers



• Beat 2 egg yolks into 2 (3 oz.) pkgs. cheese, add 2 tbs. lemon juice and heat over very hot water, stirring well; serve on broccoli or asparagus

blueberry waffles

with sauce

Preparation time: 25 min.

with mushrooms

vegetables

cups sifted flour tsp. baking powder tsp. salt eggs, separated

11/4 cups milk
1/4 cup shortening, melted I cup frozen blueberries

Tested in The American Home Kitchen

and whites of two eggs separately. Add ¼ cur brown sugar to the beaten egg yolks and continue to beat until well mixed. Be. ¼ cup brown sugar and a dash of salt into the stiffly beaten egg whites. Combine egg mixtures and fold in ½ cup cream, whipped, Flavor with 2 tsp. vanilla. and milk and add to the flour mixture, beating until smooth. Add shortening and berries and fold in the stiffly beaten egg whites. Pour batter on waffle iron and spread evenly. Bake. Serve waffles with the following sauce: Beat the yolks Wix and sift together dry ingredients. Combine well-beaten egg yolks

Source of vitamins A, B complex

Serves 4-6 440 cal, per serving Recipe submitted by Marjorie Defrance Camellia dishes, Metlox of California

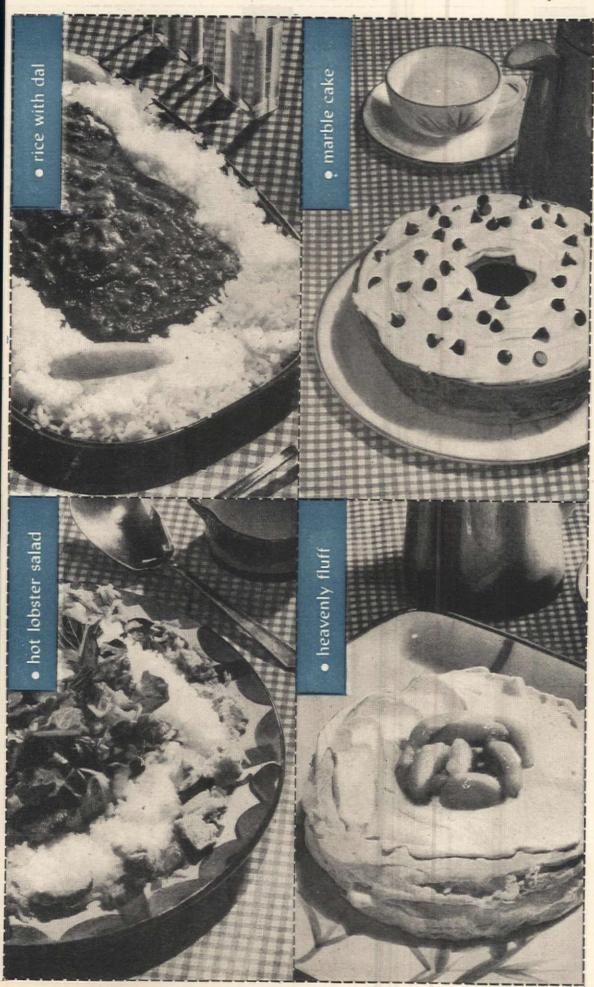
Tested in THE AMERICAN HOME KITCHEN

PENNY PRETTY MEALS

MARIE PETERS

usterity is a byword in food preparation today. This infers careful A planning, because the family's appetite cannot be sacrificed to thrift. Prepare one attractive dish, and let the filler dishes be inexpensive. Lobster salad, usually considered a good luncheon dish, can be made

into a hearty supper meal. Lentils are a fine source of protein. Combine their rare flavor with rice. If leftover egg whites baffle thrift, save them up and surprise the family with a marble cake or heavenly fluff.





For an endless variety of new Salads, Entrees and Desserts

Have you noticed? In old-fashioned kitchens and in streamlined kitchenettes, clear across the country, a wonderful meal-fixing method is spreading. More and more women, these days, are discovering the modern art of Gel-Cookery.



Man-delighting salads, utterly different main dishes, dreamy desserts -yet with a saving of hard, cold cash. Most of these Gel-Cookery dishes are as easy to make as they are to eat, and lots of them cut your stovetime almost to nothing.



Here's the Secret!

It's so simple-dressing up leftovers and lower-cost foods and flavors with Knox plain Gelatine. Knox, of course, is all real gelatine-it lets all the good food flavors and vitamins come through. It's a grand, appetizing stretcher of meats, eggs, fruits or anything good. And Knox adds vital nutrition. Order Knox today—try the recipes in the package.

free! treasury of Gel-Cookery recipes

Be among the first to serve Mrs. Knox's new Macaroni-and-Cheese-Loaf and her Cola-Fruit-Salad. Com-Loaf and her Cola-Fruit-Salad. Complete, easy-to-follow recipes for these "front-page" dishes and 22 of her other brand new, original recipes appear in Mrs. Knox's Gel-Cookery Bulletin, "24 Firsts," just published. Write to Mrs. Knox, Box A-2, Johnstown N. V. town, N. Y.

KNOX Gelatine



ALL PROTEIN—NO SUGAR 4 Envelopes for 4 Meals



Good Cooks say USE

KITCHEN BOUQUET

Famous chefs know you can't get gravy so specially rich and deli-cious, such an appetizing deep brown color-without help. Nor can you depend on weak, watery so-called "gravy helps." Kitchen

Bouquet is what you need. It's full strength to give full flavor! Simply add Kitchen Bouquet-your gravy will be glori-ously brown...rich ... delicious!



Only Bin B Mushrooms Are Broiled in Butter

-to give you that rich, new far-more-delicious B in B flavor!



No Waste - No Loss! Choice hothouse mushrooms-

tender, meaty-are picked when their flavor reaches perfection! Then they're rushed to our spotless plant, broiled in finest creamery butter and packed in their own luscious broth, to add appetite appeal to hundreds of dishes

B in B MUSHROOMS v packed in 3 different styles for every mushroom use!



Preparation time: 114 hrs.

egg whites r cup egg white 11/3 cups sugar 1/8 tsp. salt 1 tsp. vanilla

stiff, Gradually add sugar, salt, and flavoring. Draw two 8-inch circles on a piece of brown paper. Place ungreased paper on a cooky sheet. Spread the egg-white mixture, half on each circle, and smooth down with a spatula, about 1inch thick. Bake in a slow oven (250°F) for 1 hour. When cool, remove to cake plate with the aid of a wide spatula. Spread half of the whipped cream and place half the peaches between layers. Top with remaining cream and decorate whites with a rotary egg beater or an electric egg Beat e

and 33 cup milk. Beat with a spoon or with an electric beater for 2 minutes. Then add the remaining 33 cup milk, egg white, and vanilla and beat for 2 minutes. Divide batter in half. To one half add the melted chocolate. Pour into

baking powder, salt and sugar. Add shortening

Sift together flour,

a well-greased, slightly floured tube cake pan, alternating the two batters. Bake in a moderate oven (350°F) for 50-55 minutes, or until done. Allow to stand in pan 5-10 minutes before turning out. When cool, ice with boiled frosting.

369 cal. per serving Recipe submitted by Gere Dell Karr Winfield ware, Bambdo Pattern with peaches. Serves 6-8

Tested in The American Home Kitchen

hot lobster salad

Preparation time: 30

14 cup butter or margarine
1 clove garlic
15 cup chopped celery
15 cup sliced mushrooms
18 ths. chopped onion
2 cups chopped Romaine lettuce
4 ripe olives, sliced
4 radishes, sliced

364 cal. per serving Recipe submitted by Phyllis Frederick Serves 4-6

H 61

Company Supper

Hot Lobster Salad

Corn Muffins

Coffee

tsp. vanilla sq. unsweetened chocolate, melted

cup egg whites, unbeaten

cup milk

Heavenly Fluff

marble cake

Preparation time: 11/4 hrs.

heavenly fluff

cups sifted cake flour p. baking powder

r tsp. salt

11/2 cups sugar

7/2 cup cake shortening

cup cream, whipped cups sliced canned or frozen peaches

Source of vitamin

canned lobster, cubec A cup salad oil

A cup lemon juice

tsp. salt

tsp. pepper

A tsp. paprika

Dash of soy sauce Add celery, mushrooms, onions, lettuce, olives and radishes and barely heat, stirring well. Push vegetables to one side of pan; add lobster and heat a few minutes. Place vegetables in the center of a platter, circle it with hot, cooked rice. Make a border of hot lobster around the edge of the platter. Combine oil, lemon juice, salt, pepper, paprika and soy sauce and heat. Serve hot with the salad. Source of vitamins A, C, B complex Tested in THE AMERICAN HOME KITCHEN

Budget Meal

Rice with Dal

Green Salad

Fruit

Source of vitamins A, B complex

Tested in The American Home Kitchen

Silver and Sage

Coffeepot,

Recipe submitted by Gere Dell Karr Winfield ware, Dishes Bird of Paradise;

428 cal. per serving

Serves

Biscuits

Cookies

rice with dal

hr.

Preparation time: 1

lb. lentils

Sunday Snack

Cottage Cheese and Jelly Sandwiches

Celery

Olives

Tea

Marble Cake

Drain. Cover lentils

r tbs. soy sauce

y cup grated Parmesan cheese

r tbs. sugar

r tsp. dry mustard

Salt and pepper

medium onions, quartered tsp. salt can condensed tomato soup

curry powder

Soak 1

I qt. water, add onions and salt, and simmer until lentils are soft. Remove half the lentils from pan and press through a sieve. Return to the whole lentils in pan and add tomato soup, curry powder, soy sauce, cheese, sugar and dry mustard. Simmer 10 min. Add salt and pepper to taste, and 1/4-1/2 cup water if sauce is too thick. Pour sauce over steamed white rice and serve with wedges of lemon. Lentils are high in protein, but leftover fish may be added for a heartier dish.

Source of vitamins 4. R complex.

Tested in The American Home Kitchen

Recipe submitted by Phyllis Frederick

136

What the new AUTOMATIC WATER HEATERS

have in store for YOU

With extra bathrooms, showers, automatic washing machines, and other hot water needs—it's important for you to get the right type and size of water heater.

By R.E. Heating Consultant

The old custom of the Saturday night bath wasn't so funny after all. People had to heat up hot water ahead of time. They didn't get it merely by turning a tap. But now you can have hot water instantly—if you choose your water heater wisely. The storage type is by far your

Thermostat Dial

best buy. Just be sure it's automatic. Then water heats up as used.

For example, with this new Rheem Gas Water Heater you simply set a convenient thermostat dial for the water temperature you want—say

140°. The Rheem heats the water to this degree — stores it until needed — then heats up more, quickly and automatically.

· Features to Look For

Be sure to ask about tank construction before you buy. The Rheem has a heavy gauge steel tank, fused with an even zinc coating to help prevent corrosion and leaks, and keep the water clean and fresh. It's guaranteed by the manufacturer.

This particular model can heat up a fresh supply of hot water at a rapid rate. You can fill your washing machine with piping hot water to get your laundry clean and white—and then more will be heated fast enough for you to take a shower or do the dishes.

There's also an automatic safety cutoff for the gas if the pilot light should ever go out. And if you should move to another section of the country, you can take the Rheem Water Heater along because the burner is adaptable for any type of gas, including "bottled" gas.

New Electric Models

If you have an all-electric kitchen, there's



Table-Top Electric Model

an electric model water heater to go with it. You still should look for automatic operation and extra tank protection. The handsome cabinet design



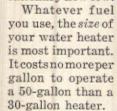
All the appliances in this modern kitchen are arranged for greatest convenience. The compact, automatic water heater blends well with the equipment and is located near the most frequently used hot water outlet.

shown here, although not made by all manufacturers, has some special advantages. This Rheem Table-Top is installed right alongside your working cabinets, flush against the wall, and the flat porcelain top provides extra table space. Rheem also makes an upright electric model. Both operate on regular house current. They are easily installed in basement, kitchen or utility room.

Fuel Savings With Oil

If you're now using oil, you can get a water heater that is oil-fired too. This streamlined Rheem is fully automatic, with a pot type burner that cuts oil con-

sumption to a revolutionary new low.



Oil-Fired Water Heater heaters must meet certain rigid

standards. For example, the Rheem gas models are approved by the American Gas Association and they carry the famous Good Housekeeping Seal of Approval. Rheem oil and electric models are approved by Underwriters' Laboratories,

Inc. In fact, Rheem is the world's largest maker of water heaters, with 11 large plants in the United States.

Where to Buy

Your plumbing dealer can advise you on the right size water heater for your home. Be sure to ask him about all these points. And you can get valuable information about water heaters if you will sign and mail this coupon.



Foreign plants in Brisbane, Melbourne, Sydney, Rio de Janeiro and Singapore.

THE AMERICAN HOME, APRIL, 1948

Mail This Coupon Toda

WATER HEATERS

is such a GOOD DENTIFRICE

You won't believe—until you try it how well Baking Soda cleans and beautifies the teeth.

Prove it with this personal test. Use Baking Soda as your dentifrice for just a short period—ten days to two weeks.



Brush your teeth twice a day. Notice how quickly they brighten to their natural color. Notice, too, the delightful after-using freshness. Your mouth feels clean because your teeth are clean. The Baking Soda does more than just a surface job. It aids the brush in loosening film and accumulated food deposits so that they can be rinsed away.

Then compare the cost. A package of Arm & Hammer Brand, or Cow Brand Baking Soda, for which you pay just a few cents, will last for many weeks.

Our Baking Soda is safe for young and old to use. It enjoys professional acceptance as a dentifrice, is so classified by the American Dental Association Council.



Write for free booklet

OR COW BRAND BAKING SODA

CHURCH & DWIGHT CO., INC., TO CEDAR ST., N.Y. 5, N.Y.

APRIL FOOL

ALLISON HOLM

"Soup" isn't soup_its Root Beer Velvet!

What looks like "dessert" comes first!

pril first is a gay and special day—the only one in all the year that's devoted specifically to laughter. So let's make the most of it this spring and have an April Fools' party in every sense of the name, an hilariously backwards celebration for the young in years and spirit.

The table decorations may be simple or alchemet.

The table decorations may be simple or elaborate. You may borrow some—or all—of the ones suggested here. Let the children help you with jobs involving paper, scissors and transparent tape—half their fun will be sharing in the preparations. As the basis for your color scheme we suggest a tablecloth of springtime green. (You might tint a cloth if you haven't a green one in your present collection.) As a complement, use all the brilliantly colored ribbons you can find, then repeat them in the grab bag with two-toned crepe paper. Jesters' bells, attached here and there, will add an extra accent of gaiety.

The centerpiece for the table is a decorative grab bag. When you are setting the table, fill the grab bag with dinner rolls, each roll wrapped as a prize and attached to a long ribbon.

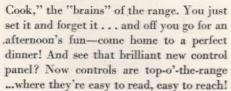




Mmmm! It's wonderful! And it's Kelvinator, of course . . . the new miracle range that ends oven-watching—gives you more leisure hours out of the kitchen! Just think . . . it cooks whole meals while you're miles away

—frees you for afternoons on end!

Look! Eyes center...there's the "Automatic



Look! Here's another stroke of genius—the versatile Scotch Kettle. It's thrifty. It stews, steams, bakes, deep-fat fries. And now...when you need extra surface cooking space, you simply lift up the unit underneath the kettle...and presto!...you have a 4th surface unit! This, too, is Automatic Cook controlled. That's your new "Up-Down" unit—it's Kelvinator! And if you like you can have a special pressure cooker that fits the "deep well"!

Look! Those new, improved "Electric-Fast" surface units give you speedier cooking—with



seven accurate controls from simmer to extra fast. And see that oven? It's Kelvinator-big—holds a 25-lb. turkey with



the greatest of ease! Pre-heats fast . . . gives you charcoal-like radiant heat broiling. Cooking's a joy with this new Kelvinator . . . and no luxury's been overlooked. There's even a controlled-heat warmer drawer . . . utility drawers roll at a touch on roller bearings. Yes! It's the wonder range of the year . . . see it now at your Kelvinator Dealer's!

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Kelvinator - of Course!





Have more ribbons spilling from the grab bag than rolls, however—someone must be fooled on the first try.

Bottled soft drinks always are a bright part of a party. For April Fool fun it will be easy to dress them up as gay little harlequin boys and girls. Place on each a conical paper cup for a hat, then add a bell, paper arms, and skirts and trousers attached with transparent tape. Chill bottles in advance and open them when the guests are seated. Instead of using conventional ice cubes, freeze a carbonated beverage in the ice-cube trays. Using matching or contrasting fruit flavors, chill the beverage to be frozen before pouring it into the trays. The carbonated cubes will retain their bubbles and add sparkle to the drinks.

The menu, too, is full of surprises. "Dessert" is on the table, complete with frosted cookies, when the guests come in. (Actually, you're serving jellied tomato juice, and the crackers are crackers spread with cream cheese.)

The main course is the "Jester Crown Roast". It's an impressive combination of frankfurters, sweet potatoes, and marshmallows. Each frankfurter wears a paper ruff. You can buy white ones or make others out of colored paper. To do this, snip strips of folded paper into a fringe about an inch deep. Then roll each up to fit a frankfurter and attach.

This backwards meal is completed, of course, with dessert. But for this party it's called "Soup with Black and White Bread". It is served with hot-pan holders and the earnest warning, "Be careful-it's hot!" The dessert is garnished with a slice of lemon and a sprig of parsley to complete the illusion. (Note for hostesses only: It's really a gelatin dessert and its right name is "Root Beer Velvet". The black and white bread is dark cake and light cake served on a bread tray.) You might offer a prize, perhaps a paper crown, to the one who discovers the trick first. If you wish to have place cards for each guest, it will be amusing to have a small menu at each place. It could read as follows:

Mirror Menu
April Fool Jell Cookies
Jester Crown Roast
Grab bag
Assorted soft drinks—Bubble ice
"Soup du Jour"
Black and White Bread

In self-protection everyone tries to be especially quick-witted on April Fools' Day; this game of identification will test each guest's success. Collect a set (about fifteen) of familiar characters, trademarks, slogans that we all have seen in advertisements many times. Mount each on a piece of paper, number them, and place them around the room when it's time for the game. With paper, pencil, and a good memory, each guest identifies the products so cagily represented. Setting a time limit will add to the fun, and the winner should receive an April Fools' party prize.





Just open the wringer with a touch of your toe, rinse the mop in the pail of water, then step on the treadle and lift out the mop. Swish! It's clean, dry, ready for use as easy as that! The De Luxe won't tip over — has no springs to get out of order. See it at your favorite Hardware or House Furnishings Store.

Is Fast, Simple, Safe!





Yours for the Asking FROM YOUR AMERICAN KITCHENS DEALER

Get this FREE PLAN for your own new



You needn't merely "dream" any longer. Right now you can take steps toward having a kitchen like this, in the home you now own, or the one you plan to build or buy.

Today, American Kitchens dealers everywhere are joined in a great, nation-wide program to providefree to every interested homemaker - a precisely-drawn plan for her own, individual American Kitchen.

Just go to your American Kitchens dealer. He'll get your ideas, room measurements, etc. With his marvelous Plan-a-Kit, which only American Kitchens dealers have, he'll show you, in miniature, precisely how your American Kitchen will look. Then he'll draft a scientific plan, especially

You'll then be ready to install your complete kitchen, or to start with one unit. In either case, every unit will fit precisely as planned, and your new American Kitchen will be exactly as you dreamed and desired.

Meanwhile, your first step is to send the coupon!



gradually com plete your Amer-ican Kitchen.





◆ No matter how your kitchen looks now . . . or how the doors how the doors and windows are arranged...your A merican Kitchens dealer can use his Plan-a-Kit and show you how your new American Kitchen will look.



SEND THIS COUPON Today!

American Central Division—Avco Mfg. Corp., Dept. AH4
Connersville, Indiana I'd like to hear from your nearest American Kitchens dealer.

Check here

I'd like to receive your helpful booklets on Kitchen Planning, for which I enclose 25c.

Street Address....

AMERICAN CENTRAL DIVISION — Avco Manufacturing Corp., Dept. AH-4, Connersville, Indiana



The S. O. S. Company, Chicago, Illinois, U. S. A. - S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.

Party Pastimes

A selection of "indoor sports" that will

weave a fabric of lasting

friendship-the criterion of a good party

BETTY LOIS BURTON

ILHOUETTES . . . Scan that face beside you. Could you recognize it In a crowd? Guests seldom arrive all at once, so you will have an opportunity to lead them, two by two, into another room of the house. There a lamp has been set up so that its light throws their silhouettes against a wall when they sit on a straightbacked chair. Each guest draws on dark paper the silhouette of his partner, then cuts out the picture. Without further discussion, the host or hostess takes the silhouettes away and pins them on a light background in a concealed part of the house. If the party is given at night, white silhouettes will show up well against a windowpane. The curtains can be drawn until time for the unveiling. Later, when the guests are better acquainted, give them pencils and paper and confront them with their art. They must write down who's who. If anyone has overlooked anyone else, they'll find one another now.

Who dunnit?... Many detective games seek to catch a crook. Here's one that often catches the jury. Guests draw lots for their courtroom roles. We may have three witnesses, a judge, attorney, and five jurors, depending upon the number of players. The witnesses receive sealed envelopes. In seclusion they read the notes inside. All but one state, "You are innocent of this crime." The "guilty" witness finds a detailed description of the "crime" he has committed:

"You hid in the ferns behind a bush of sugar sumac down at the mill pond until you heard the footsteps of the victim. She paused by the sumac bush. With a lunge, you stabbed her in the back with the ice pick. She screamed, staggered, and fell. Her last words were, 'You'll be sorry; it's my sister Margaret!' The body had to be hidden in a hurry. That old hot-water heater in the

bushes seemed not too heavy to drag. You fastened it to the victim's strong leather belt and eased the two over the bank into the mill pond. Then you found a heel of the victim's shoe! You tossed it into the sugar sumac and hastily departed."

Meanwhile, the court is told the details of the "murder" and how the police found the heel of her shoe in a clump of sugar sumac. A note in her pocket read, "I saw your sister Margaret at the pond last night." The attorney grills the first witness with the key word of the crime. The witness must answer the first word that pops into his head. Thus, if the attorney says "ice", an innocent witness may reply "cream" or cube". But a guilty one, unless he is clever, is likely to blurt out "pick", or hesitate. Key words in this murder are: ice, hot water, sugar, leather, mill, shoe, sister, bury, bunch, back.

When all the evidence has been presented and the jury returns with a verdict, poetic justice prevails! If the culprit pronounced guilty by the jury is guilty, the judge sentences him with a forfeit. If innocent, he presents his envelope as proof, and the judge sentences each member of the jury. Forfeits should be chosen with care; it's safer to offer an alternative: "Imitate three barnyard animals, or turn a somersault."

Wink... The ladies are seated in a circle, facing inward, each with a gentleman sitting behind her, his hands on the back of her chair. One gentleman, who has no partner, is the flirt and must gain himself a lady in the tradition of all flirts. Peering slyly around the group, he winks at one of the ladies. She jumps up fast as she can and, if her partner has not laid his hands on her shoulders, sits down in the flirt's chair. Her abandoned partner must try to wink himself another lady. If you find this game old-fashioned, try reversing it.



Lady: I can hardly believe my eyes!

Knight: Ah, but 'tis true, my lady! That beautiful floor is real, indeed, and Old English will keep it so—gleaming, lustrous, mirror-smooth—through many a busy day.

Lady: You don't know my family!

Knight: Let them do their worst! That tough Lady: Old English finish scoffs at scuff marks ... and day-to-day dirt wipes up easily.

Lady: But floor polishing is hard work.

Knight: Not with Old English, my lady. Just spread it on and watch it dry. No rubbing. No buffing. Before your very eyes, floors and linoleum take on new brilliance. And, best of all, this beauty worth a king's ransom is yours for but a few pennies!

You've saved the day, Sir Knight! From now on, it's Old English No Rubbing Wax for me!

BEST BUY IN THE STORES-DOES MORE FOR YOUR FLOORS!







Old English

No Rubbing Wax Paste Wax Cream Wax Polish Scratch Cover Polish Cleaning and Polishing Wax

Sold throughout the United States and Canada

Boyle-Midway Inc.

NO WONDER-MORE FRIGIDAIRES SERVE IN MORE AMERICAN HOMES THAN ANY OTHER REFRIGERATOR





Air inside the Frigidaire "Cold-Wall" Refrigerator is naturally moist, so foods stay fresh days longer. *Super*-moist cold lets fruits, vegetables keep their "just-picked" taste, appearance. Big Super-Freezer Chest keeps frozen foods safe—and handy.



No need to cover dishes: food storage space is *evenly* cooled – through the walls. Porcelain interior – easy to clean. Shelves adjust many ways. Hydrators hold more than a half-bushel of fruits, vegetables. Quickube Trays give *instant* ice service.





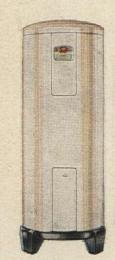
You know your Frigidaire will stay on the job through hottest weather. It's powered by the "Meter-Miser," simplest cold-maker ever built: uses less electric current than an ordinary light bulb — protected by 5-year warranty.

YOU'RE TWICE AS SURE WITH TWO GREAT NAMES

FRIGIDAIRE

MADE ONLY BY

General Motors



FOR THESE 8 REASONS

A Frigidaire Electric Water Heater

- 1. Completely automatic.
- 2. Plenty of hot water, always at the exact temperature.
- 3. Perfect safety: no open flame, fumes, overheating.
- 4. Clean: no fuel, no soot.
- 5. May be located anywhere.
- **6.** Economical: current on part-time; heating units in water.
- **7.** Sickle-shaped Radiantube Units flex off scale, keep efficiency.
- 8. Special baffle: incoming cold water doesn't dilute heated water.



BUT I'M HAPPY

We bought a Frigidaire Electric Range so I could spend less time in the kitchen. Now cooking's so much fun—so fast, so easy, so clean—I'm always trying something new, just to have an excuse to use my new range.

Jim says, "Isn't that just like a woman!"

"Yes," I say, "just like a woman with a new Frigidaire Electric Range!"



Find Frigidaire Dealer's name in Classified Phone Directory. Or write Frigidaire, Dayton 1, Ohio. Leaside 12, Ontario.

Listen to "The Man Called X" every Sunday night. See newspaper for time, station.

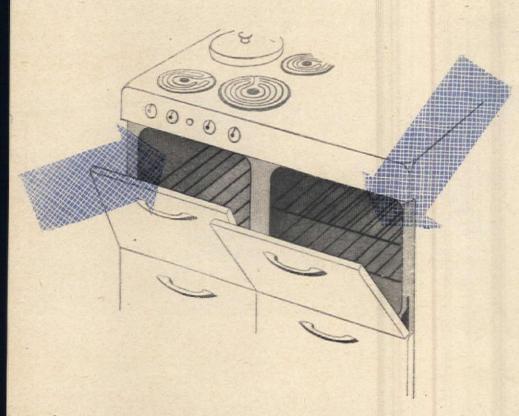
Let Them Work for You ...

The new double oven ranges can do any cooking

job you ask of them. Especially for family

gatherings you'll find this dual performance a convenience

EDITH RAMSAY



ong dreary hours in the kitchen are gone forever! Every day can be a holiday with the new ranges that almost work miracles. Meals fit for a king can be cooking in the automatically controlled gas or electric ovens while mother is spending a few carefree hours out of the kitchen. Company for dinner presents no problem today. Dress up the oven meal with quick, hot muffins and a warm, fragrant dessert from the second oven.

Does Dad like broiled steak with baked potatoes? Your double oven range provides steak perfectly broiled from the broiler in one oven, baked potatoes and hot yeast rolls from the other. How often holiday times are a little confusing with perhaps turkey, squash and pie all to come from the oven, or when you want to serve two foods requiring different oven temperatures. Those are the days when two ovens will truly be a blessing.

"That's fine," you say—"But I'm one of those women who enjoys fussing over the range and watching it perform." Good for you, we like to do the same thing. But what a pleasure it is to turn a switch or gas cock and get any one of several evenly controlled heats for each and every cooking operation, from cream sauce to pressure cooking.

No more clock watching while the cake bakes, either. Almost all ranges now come equipped with a thirty to sixty minute signal. All you do is put the cake in the oven and set the timer for baking time. When this time is up, the timer rings loudly enough to be heard in another room, and you take out the cake. It's a handy reminder for top-stove cooking.

Thermostatically controlled temperature eliminates peeking into the oven to see if anything is burning. When the thermostat is set for desired temperature, it will stay at that temperature for the entire baking period. None of the watchful waiting of Grandma's day.

Broilers and deep-well cookers too, save fuel, time, and energy by providing whole meals. Some ranges also have a pressure cooker, whose merits you are well aware of, which may be inserted in the deep-well unit. This makes the deep well serve two purposes.



off for the afternoon with a clear conscience about a good dinner for a hungry family. This automatic clock is set to turn on the oven 1½ hours before dinnertime



Broil a whole meal at once. Canned or left over onions and green beans go into broiler pan; chicken, cooked-sweet potatoes, and pears with jelly, on the broiler rack





L&H Automatic ELECTRIC RANGE



You can "take a bow" for every meal you prepare on an L&H Automatic Electric Range! You can "star" as a chef, set appetites tingling, put healthful roses in family cheeks ... with the automatic perfection of L&H cookery! For you'll cook fast—with L&H high speed units. And you'll cook better—with L&H accurate automatic controls. You'll spend less time at it, too, have more leisure, enjoy home-making more. See your L&H dealer, or write A. J. LINDEMANN & HOVERSON CO., Milwaukee, Wis.





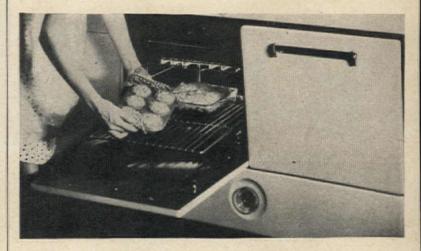
Super 5000 Oven, Extra Large

Duo-Cook
Deep Well Cooker

Automatic ELECTRIC RANGE



In the morning our homemaker prepares white sauce for asparagus soup. Low, even heat eliminates need for double boiler. When white sauce is done, she will add asparagus puree and tips and just heat it before dinner



Before automatically timed oven meal is ready to serve, muffins and dessert requiring higher temperature are popped into the second oven. Main course doesn't have a chance to get cold while waiting for hot breads to bake. This means varied combination of foods is always possible



Whole meal from two ovens, Soup prepared in A.M., vegetable casserole, potatoes and chops cooked with no attention. Muffins and dessert are baked separately

The best bait for moths is accumulated soil, so the first step is dry clean or wash thoroughly all the articles to be stored. Even electric blanket can be washed by following the manufacturer's ructions. It never is too young to learn—let daughter help



The well-built linen closet of the winter can be converted summer storage of bulky goods, if cleaned, the articles and tire interior de-mothed with the "bug-bomb". Be sure to seal acks with ready gummed tape which will not mar the finish



MOTH STARVATION

Elizabeth Fuller



Probably the best fed household pest through centuries has been the winged creature, the moth. Even Shakespeare and Pope recognized its existence. They love dark, warm hideaways in which to lay their eggs, and then the worms hatched here eat their way through woolens, carefully by-passing cottons, silks, and synthetics. Tossing uncleaned blankets and wearing apparel into a chest is bait for the moth colony to take up house-keeping. Not enough emphasis can be placed on thorough washing—if washable—or expert dry cleaning of all articles before storing. If a liquid spray is used it must cover every square inch of the fabric. Paradichlorobenzene or napthalene crystals can be used in chests or well-sealed closets; or their fumes can be impregnated in the closet and its contents by following the directions, to the letter, which accompany all vacuum cleaners. Heavy wrapping paper or newspaper thoroughly sealed around the clean and moth proofed articles is a good method to use. If a closet is in constant use during the summer months, air the clothes every few weeks and de-moth it with the vacuum cleaner frequently.



"Makes starched clothes 3 times easier to iron!"

WRITES MRS. R. L. GAUDET, NEEDHAM HEIGHTS, MASS.



Mrs. R. L. Gaudet of Needham Heights, Mass., with her three children. Mrs. Gaudet is enthusiastic about Satina.

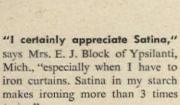
"I'm just never without Satina," writes Mrs. Gaudet. "It's a necessary part of washing for me just as soap is. It's three times easier to iron starched clothes when I put Satina in my starch."

With Satina, your iron just glides along—no sticking or pulling. Satina

makes clothes smell fresher, look newer, stay clean longer, too.

You may use Satina in boiled or unboiled starch. It dissolves easily in boiling water or the boiling starch solution. Read what two more fans have written us about Satina:

"I really do like Satina!" writes Mrs. F. F. McEwen of Chicago. "It makes my ironing more than 3 times as easy. The iron runs so smoothly. Satina gives the clothes a sweet clean fragrance, too."



Real enthusiasm like this—from thousands of Satina users—makes us sure you'll think Satina is grand, too, if we can just get you to try it once. We're so convinced of this that we're offering you a free full-size package. Enough for 4 big starchings! Just try it and judge Satina's performance for yourself!



FREE SIZE PACKAGE

SATINA, Dept. 22, Battle Creek, Michigan

Dear Sirs: Satina sounds good to me. Now I'd like a free full-size package to see how much easier it makes my starched ironing.

NAME_______STREET_______

Put <u>SATINA</u> in your starch!

It makes starched ironing "3 times easier"



Photographs: Courtesy American Wool Council

- DON'T just brush woolens, air them, hang them up in a fairly clean closet. Moths love such unclean hideouts
- Fresh from the cleaners, wearing apparel is sealed into bags with moth-retardant. Vacuum cleaners all have attachments for discouraging pests. Use frequently





Be sure there is no lint in cracks of floors under carpets to harbor the pests. Make the whole family moth conscious, for preventing one moth from setting up housekeeping in your valuable woolens, whether clothing, furniture, draperies, or carpets will save hundreds of dollars in replacements. Vacuum under fringe or brush clean before spraying. Careful cleaning of every nook before mothproofing will prevent disappointment in all your moth starvation programs.

- DON'T just give the old reliable upholstered pieces a quick brush-off and return the slip covers for a hideout
- Dry clean or launder the slip covers. Before replacing, thoroughly vacuum the piece of furniture, taking great care to clean and mothproof the carpet under furniture



Here's the ONLY SURE proven

by big mills — now sold for home use!







One spraying mothproofs for a Whole Year!

There's one way you can be ABSO-LUTELY SURE moths will never eat our precious woolen clothes, sofas rugs. This is to actually mothproof the cloth itself with LARVEX.

woolen fibre and makes the cloth itself mothproof for a whole year. Tests prove moths will commit suicide by starvation rather than eat anything treated with LARVEX.

It's Quick! Just spray the garment in its usual place. No mothball, cam-phor or cedar odor. LARVEX is odorless and stainless.

It costs no more for you to LARVEX a suit than to get it dry cleaned. And LARVEX gives POSITIVE protection from moth damage. Only 9¢ a pint. \$1.19 a quart.



IS A

HOUSEWIFE?

When she emerges from

the bridal cocoon to a new freedom

Wendy Dougherty

As I have it figured, a woman progresses from bride to housewife much as a butterfly sheds its cocoon. I don't mean that having shed the bridal robes, a girl emerges a housewife. My contention is that having freed herself from the bridal cocoon, the housewife, like the butterfly, enjoys a new freedom and independence.

For instance, a housewife is when you can open the car door all by yourself. You climb into the seat beside your husband, who has been taking it out on the horn for ten minutes, and tactfully change the subject.

If you have any doubts, there will come a day when you'll have a chance to mow the lawn, scrape the snow from the walk, or clear rust from the hot-water tank; and then you can say-"Today I am a housewife."

My neighbor became a housewife last December. She had to shop for her own Christmas gift and was quite perturbed about it. She thought she detected a growing indifference in her husband and even began to suspect his stenographer. But I assured her that women shopping for their own gifts crowd the exclusive shops.

I told her that this was her opportunity. And after two-weeks shopping for our own gifts, she began to see the point. It's fun to let yourself go and spend your husband's money!

There are other pleasant indications that one has arrived: a housewife is when you throw away the cookbook; when some shortening, sugar, flour, pinch of salt, dash of soda, drop of vanilla and eggs make a cake; when you spend your morning under the drier, your afternoon at bridge, and serve a five-course dinner at 6:30.

Then again, a housewife is when your husband reads the paper at breakfast. Or better, when you drowsily kiss him good-by, snuggle back into the feather bed, and murmur-"Enjoy your coffee and doughnuts at the corner drugstore, dear." Then is certainly a housewife!

Everybody's Pointing To Hotpoint

It sounds too good to be true, but push-button dishwashing is really here!



"You can't blame a woman for feeling like a queen when she gets an efficient Hotpoint Automatic Electric Dishwasher to take over her most unpleasant household chore! It may seem too good to be true but push-button dishwashing is really here—washing, rinsing, drying dishes faster, cleaner and more hygienically than ever before!"

-Mrs. Robert Rubinstein.

1. Saves Countless Hours

• Completely automatic—the Hotpoint Electric Dishwasher washes, rinses, dries dishes . . . shuts itself off! Just push a button . . . no watching!

2. Guards Family Health

 Hotter water washes dishes, silver, pots and pans hygienically clean. No messy dishcloths, unsanitary towels.

3. Ends Costly Breakage

Mrs. Robert Rubinstein, 30 Riverview Ave., Dedham, Mass.

SAVES AT LEAST AN -plus silverware. HOUR EVERY

DAY

4. Front Opening ... Top Spray

· These exclusive Hotpoint features save lifting, stooping, provide greater work surface, give "over-all" washing.

5. Dries Dishes Electrically

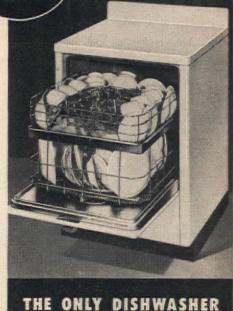
· After rinsing, dishes are dried with hot, clean air frot exclusive Calrod* unit. Dishes can be reused almost immediately or left for next meal.

6. Proved for 15 Years

 Hotpoint pioneered the electric dishwasher, has built more full-sized units than all other manufacturers combined! Thousands of satisfied users. Ask your Hotpoint dealer for demonstration.

HOTPOINT INC., 5600 WEST TAYLOR ST., CHICAGO, ILLINOIS *Reg. U. S. Pat. Off.

· There's no tumbling or turning of dishes in a Hotpoint Dishwasher. Racks hold 58 dishes — full service for six



THAT DRIES ELECTRICALLY

Copr. 1948, Hotpoint Inc., Chicago, Ifl.



MARK OF THE MODERN KITCHEN





WIRE & ALUMINUM CO Davenport, Iowa

New Kind of Rice



Anyone can cook it like an expert

Here at last is a rice that you and anyone else can cook perfectly every time-and without washing, rinsing or extra fussing.

And it's rice with a grand new flavor—rich and nut-like.

It's the product The Reader's Digest called a "Revolution in Rice."

It's scientifically improved long-grain polished rice-vita-min permeated (note its sunny

Ask your grocer for Uncle Ben's Rice. It makes rice a new food.



sunny-colored rice that cooks white

ncle Ben's

"Uncle Ben's" and "Converted" are trade-marks of CONVERTED RICE, INC.

CONVERTED RICE, INC. Houston, Texas

Copyright, Converted Rice, Inc.

make it a habit, but it can be done. It really must if you want a disposition less poisonous than a copperhead.

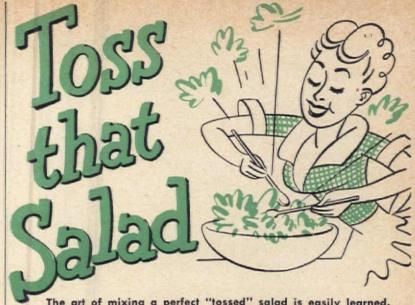
In the evening I found I had been letting the children stay up too late because I was just too weary to enter into the necessary battle before bedding them. I found if I started much earlier they were less tired and more amenable, and bedtime was much more pleasant. It was just the double trouble of both of us being too tired. Making certain that they and I got enough rest canceled a good third of our difficulties. Even the homemaker without children will find that a nap after a morning of vigorous cleaning chores is enough to cheer her considerably. Rest-just plain putting your head on a pillow at frequent enough intervals-will make a good third of your frustrations evaporate.

Relaxation is something more positive than rest. There are some things you do more for fun than for profit or necessity, although they may contribute to your family's well-being, too. For instance, the flowers you set out while the thin warm sun of early spring warms your back. Your rhythmic dusting as you listen to the Debussy records you managed to buy out of the household budget. The new draperies you made from the material you salvaged from the sale counter. Walks and talks with the children, and the exploration of the wonderland avenues of thought their questions lead to. The satisfying silliness of singing with them the old songs and, of course, exchanging stories.

ll relaxation need not be inter-A mural or with the children. There certainly is a time when the housewife feels too married to a house. However, relaxation need not be all bridge and skittles-a quiet afternoon soaking in the warm colors of the canvases in a museum, lunching alone in a quiet place with smooth, luxurious service, shopping for a mad, mad hat -these come as necessary relaxation and complex crushers.

Sometimes my second point, relaxation, seems to slide into my third point, recognition. I think the average woman needs terribly to be recognized for something she does exceptionally well. Lots of women are made happier by the knowledge that in their group they are known for having the most shining house, making the featheriest rolls, or arranging the most artistic bouquets. But there are many women who have become housewives and mothers without having that glow of excellence in womanly accomplishments. They can hardly point out to people, "I know my house looks a mess, but I was an excellent secretary before I was married!" Ex-career women are fruitful subjects for frustration if they don't find real satisfaction in their daily duties.

One capable young advertising woman, who left the field for the home proving ground, told me: "Often I could crawl behind a mound of diapers and use them for a wailing wall.



The art of mixing a perfect "tossed" salad is easily learned. First make sure your bowl is large enough . . . not more than half full of well-washed and carefully dried greens. Add dressing. Now with a fork and a spoon gently lift, lower, turn this way and that till every morsel glistens with the rich savor of oil and mellow Heinz Vinegar (see recipes below).

Basic French Dressing

Recipe-Combine 1/2 tsp. salt, 1 tsp. sugar, 1/4 tsp. paprika. Add 1/4 cup Heinz Vinegar and 1/2 cup olive oil. Beat thoroughly. Yields nearly 3/4 cup.

Ketchup Dressing

Recipe - Place ¼ cup sugar, 1 tsp. salt, dash paprika in quart jar. Add ½ cup Heinz Vinegar, 5 Tbs. Heinz Chili Sauce or Tomato Ketchup, 3/4 cup oil, 3 Tbs. grated onion. Cover jar and shake thoroughly until well blended. Yields 11/2 cups.

Chef's Special Dressing

Recipe - To recipe for Basic French Dressing add 1/4 cup Heinz Tomato Ketchup, ¼ cup chopped celery, 1/4 cup chopped green pepper and 2 tsp. grated onion. Yields 1 cup.





• Remember: Nothing takes the place of a stool. And no stools compare with Cosco! There's a sturdy, stylish Cosco model for every purpose in every home—priced for every purse. See all-metal Cosco Stools next time you shop. Or write for name of dealer nearest you.



HAMILTON MANUFACTURING CORPORATION

Columbus, Indiana



Makers of the safer, all-metal COSCO step ladder

Things are always a week ahead of me. And I used to be so efficient. How can you look in a refrigerator and see the basis for a meal?"

By dint of study and application to some of her home tasks she became more efficient, but she never did do things in the easy way that the more naturally endowed homemaker works. But she doesn't complain any more. She started studying chess. Recently, she published an article on it which was highly commended. The startling thing is that this recognition provided the spark to release her energies and make everyday living much easier and more fun.

"I can do the dishes in nothing flat. I don't even see them if I'm working out in my mind some convention I've been studying in chess. I find the daily grind doesn't bother me quite so much now that I have gained recognition for something."

A small, helpless-looking little blonde, who really has quite a flare for homemaking, felt that a correspondence school study course was giving her the feeling of making up for something she missed in home duties. She had left school to be married. "I'd do it again, too, but it does complicate things a bit—especially the little complications—" and she nodded toward her robust four-yearold banging blocks in the corner. "But I like to think about something more than menus. Lewis is a lawyer, and I feel he deserves a wife who keeps up with things. He helps me with the economics course I'm taking-we have some wonderful talks and arguments about some of the questions the class brings up. And, best of all, he's very proud of me."

Maybe chess or correspondence school isn't strictly your dish of tea, but stop and go over the things you really like to do or thought you would if you had time. You have the time right now, even if you have to snatch it in fifteen minute intervals. Frequently, feminine frustration arises from doing things one feels anyone could do with little or no mental effort. Most wives want their husbands to see them as definite personalities who offer a unique contribution. This doesn't mean you need to be an exhibitionist. But it does mean that it is satisfying to the ego to be able to do something well and be recognized for it. A little self-consideration will, I am confident, reveal a talent that is craving to be exercised.

Perhaps the planners who have a neatly grassed-in picture of community life have a wonderful idea, I am not disparaging them. Nor would I discourage those who would improve radio or expand the functions of schools to fit more adults. These things are basically very good and fit in with our needs. But right now—you and I, Mrs. Average H. or Q. Homemaker—can certainly improve our lot by adhering to the three R's, and find mental stimulation and satisfaction in our day-to-day lives.



NABISCO PARTY NEWS -



NATIONAL BISCUIT COMPANY





Only the EGG BEATER CAN DO THIS:

Beat egg whites so firm in 28 seconds you can turn the bowl upside down!

Beating Time Speed Tests:

"Best"		 4				 		11679	28	Sec.
Brand	"B"	 				 			301/2	Sec.
Brand	"C"	 	-			 +-		. 1	Min. 40	Sec.
Brand	"D"	 					-	. 1	Min. 20	Sec.
Brand	"E"	 				 			2	Min.



PROTECT YOUR CAKE INVESTMENT WITH THE "BEST" EGG BEATER

Gear Guards Prevent

Extra Guard Protects Beater Blades

Stainless Steel Blades

Finger Injury.

An Angel Food cake costs about 82c for ingredients-not counting fuel and time.*

In 28 seconds the "Best" Egg Beater will beat egg whites so fine and firm you can turn the bowl upside down!

That helps insure perfect results.

Get the "Best" Egg Beaterat good hardware, department and appliance stores everywhere.

Based on Food Prices in Chicago December 21, 1947



OUR

POSTERITY

BOX

Margaret B. Armistead

We have acquired the habit at our house of putting aside a few almost-worn-out dresses every year in what we call our "posterity box." Storing garments in it for future generations of children to dress up in has become a family tradition.

The posterity box owes its inception to one of the disappointments of my own childhood. In those days, my mother used to regale me with tales of how she and her sister costumed themselves on rainy days in old finery that had been packed away in an upstairs room. When she told of trying on hoop-skirted frocks and plumed bonnets, I could almost hear the taffetas swishing and see the feathers nodding. But why, I wondered disconsolately, hadn't similar clothes been kept for me? Such negligence seemed unforgivable then, and I thought that every house with a little girl in it should have an attic filled with trunks of old clothes.

Of course, I soon outgrew my childish disappointment. But many years later, when my own little daughters were coming along and wearing little girl dresses, I found myself wondering how their children would look dressed in these same frocks and what they would think of the garments that were so smart when their mothers wore them. So, gradually, I fell into the habit of putting aside any particularly attractive dress that had been outgrown. Eventually, as they became numerous, I found a large box in which to store them, and the posterity box came into existence.

As I put away my children's finery, my future grandchildren become very real to me. Perhaps on some distant day, a rosy-cheeked child with a grin like her grandmother's will try on the blue dotted swiss which I so carefully packed away. Then, turning to her mother, she will exclaim, "Oh, Mommy, did you think you were awfully dressed-up when you wore this?" My vision ends here, but I hope that the posterity box will link the future with the past and give my grandchildren of tomorrow a glimpse of our life today.



Do your washing on the spotfaster, cleaner with Handyhot! Handyhot Portable Electric Washer is wonderful in apartments, or as the second washer in every home. It does "day to day" laundry with large washer performance!

Handyhot can wash up to 3 pounds of clothes in just 15 minutes. Washers from \$26.95 to \$39.95. Chicago Electric Manufacturing Company, Chicago 38, Illinois.



Wonderful for your baby's things.



It's easy to carry use and store.



Handyhot Quality Appliances

Illustrated are 3 of over 25 Handyhot Appliances. See them at better dealers Everywhere







Iron \$12.95

Toaster \$4.50



WHERE TO Spend WHERE TO Save

ON BASIC TABLE APPOINTMENTS

Wise buying is planned buying. This is especially true when you begin the purchase of your first set of table appointments. Being human, you undoubtedly want at least a dozen of all the tableware essentials and one each of all the wonderful accessories. But, if you can't afford it—what to do?

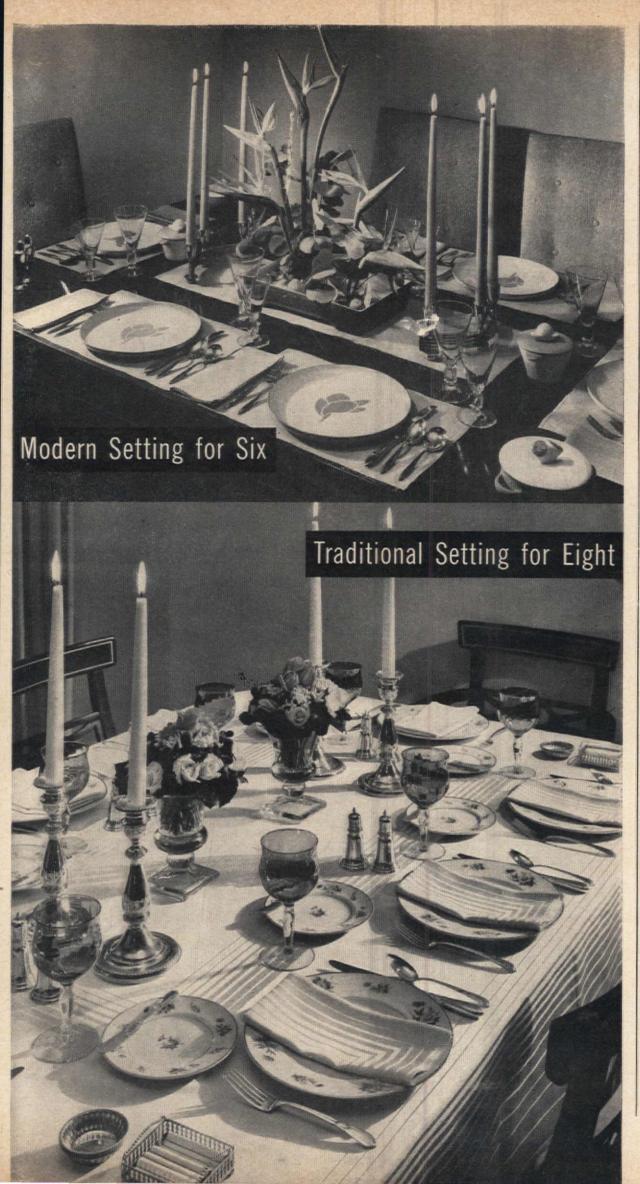
THE AMERICAN HOME has worked out a system of planned buying—based on a survey of what actually is on the market, in what quantities, at what prices—which is sound, flexible, and guaranteed to bring satisfaction not only while you're buying but increased enjoyment in your selections as the years go by.

The rule always applied to the buying of flatware: choose a pattern you like; buy the basic pieces; add to them until you have collected a complete set. This rule we endorse also for buying your china, glassware, centerpieces, and linens.

Buy with an eye for the future. Don't fall for a novelty

LIST OF STORES FEATURING SPOTLIGHT OF THE MONTH ON PAGE 117

ITEM	MANUFACTURER	PATTERN, COLOR	RETAIL PRICE	
Modern Set	tting for Six			
4	American Ceramic Products, Inc.	Winfield Avocado	place setting \$12.00	
	Enright- Le Carboulec	Swedish Modern	\$3.00 each	
PLACE MATS (Linen)	J. W. Charley Co.	green	\$17,98— 17 piece set	
9	American Art Alloys, Inc.	Dirilyte Regal	\$54.50-50 pc. set \$9.03 place setting (six pieces)	
Traditional	Setting for Eig	ght		
	Onondaga Pottery Co.	Selma	\$106.00 Service for 12 \$6.65 place setting	
H	West Virginia Glass Co.	cranberry	\$.89 each	
CLOTH (Rayon and Cotton)	Picardie	white	\$24.95 with 12 napkins	
	Frank M. Whiting	Troubador	\$19.00 place setting (six pieces)	





Now—skilled results
with magic-working

REGINA ELECTRIC FLOOR POLISHER

Here's the easy way thousands of women are finding to lasting brighter floors and linoleum . . . the Regina Electric Floor Polisher. Professional results fast with just the guiding touch of your hand. Floats over surface, polishing 12-inch path right up to baseboards, into corners. Easily lifted to leave lustrous, protective finish on table-tops and kitchen work counters. Once you have it, you'll never give it up! Superb, trouble-free performance . . . a result of 19 years' floor polisher manufacturing.

Complete with one pair of waxing and scrubbing brushes, one pair of polishing brushes and one pair of reversible buffing pads.

\$5950 No extra equipment to buy

Available at your local department, hardware, house-furnishing and appliance stores.

The REGINA CORPORATION, Rahway 11, N. J.

Manufacturers of

FLOOR POLISHERS • VACUUM CLEANERS SMOOTHCUT CAN OPENER

The REGINA CORPORATION, Rahway 11, N. J.

Please send me free descriptive material on the Regina Electric Floor Polisher and the name of my nearest dealer.

	PRESENT
	Zone
meine !	



€V€RH

Ask your appliance dealer to show you the many exclusive features of the Everhot Roaster-Oven. Observe the quality of materials, the beauty and precision of Everhot Construction. See how more than 50 years of specialization in compact, advanced convenient units, plus big volume production in ultra-modern factories are giving you more

value per dollar of price today than ever before despite prevailing higher costs.









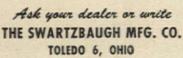














piece just because it's a "bargain". But, if you think its appeal will be lasting, and if you're sure it will fit in with the other accessories you intend to purchase later on, go ahead and buy it. The attractiveness of a table is largely determined by its feeling of unity and orderliness. Whether you can buy a complete set "with everything", or whether you must buy a few good things and several inexpensive ones, everything on the table should "go together" A simple table, missing some of the "luxury" accessories, will be more charming than one that is a clutter of miscellaneous—if apparently essential—pieces.

Purchase first your minimum needs. A place setting composed of one dinner plate, one salad or luncheon plate, one bread-and-butter plate, one soup bowl, and one cup and saucer fulfill basic requirements. The number of place settings you buy will depend upon your budget and the entertaining you'll do.

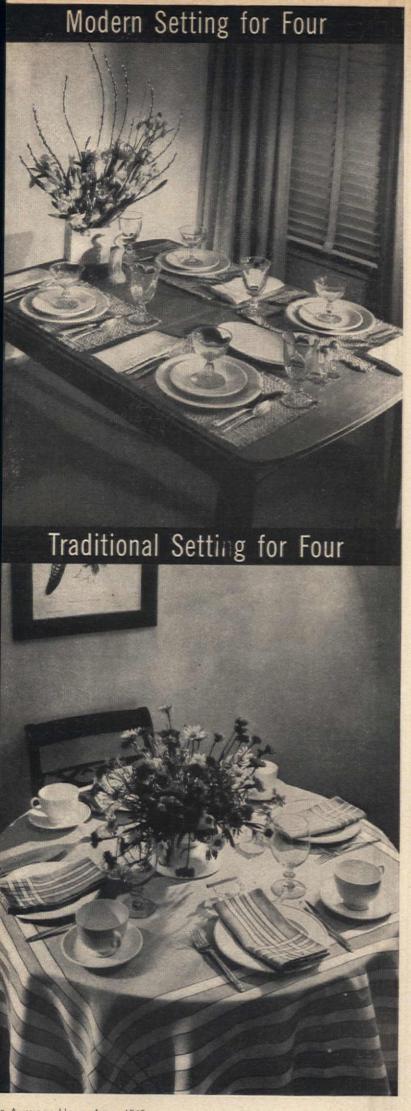
Let's say you begin with four place settings in a good china pattern. Then, you may wish to make a start on your silver pattern-or you may buy inexpensive stainless-steel cutlery. Simply designed glassware, too, may be attractive as well as inexpensive. One major point to remember is the adaptability of minimum table service. In the "Traditional Setting for Four," for instance, the centerpiece is a cereal dish turned upside down to form a base; a consommé cup (fastened to bowl with modeling clay) holds the water. Cornflowers and yellow daisies are held in the cup in a small flower arranger. These two pieces were put to perfect use for one evening, a fine complement to the Plain Edmé table setting-with no special expense involved. A table of undeniable attractiveness can be achieved with a minimum number of pieces and, while you're waiting to complete your dinnerware, you have enough to train your children in the niceties of table arrangement and manners.

As every canny consumer knows, a store's idea of a "good buy" is not necessarily his, and so you must be wary. On the other hand, china, linens, cutlery, figurines, etc., can be good without being costly. Too, when beginning your accumulation of tableware, you may start out with good modern or good traditional-whichever pleases you most. Just remember to spend your money on the basic things that will last, that can be added to. Wait to get that pair of eight-branched candelabra until you have the other formal accessories that must accompany them to complete the proper picture.

Another element in the "where to spend and save" question is the purchase

Photographs by F. M. Demarest, courtesy Bloomingdale Bros., Inc.

ITEM	MANUFACTURER	PATTERN, COLOR	RETAIL PRICE				
Modern Sett	ing for Four						
8	N. S. Gustin	daffodil yellow and gray	\$7.50—20 pc. starter set				
00	Duncan & Miller	['] Canterbury	\$.60 each				
PLACE MATS cotton basket-weave NAPKINS linen	Looper	yellow-green yellow	\$.75 each \$.69 each				
	Oneida, Ltd.	1881 (R) Rogers (R) Capri	\$4.50 place setting (five pieces)				
Traditional Setting for Four							
-	Wedgwood	Plain Edme	\$15.98-16 pc. starter set				
300	Brodegaard	Claude	\$.59 each				
CLOTH	Simtex Mills	Weavecraft	\$2.39 .39 each				
	Holmes & Edwards	Danish Princess	\$68.50 service for eight				



remember this the day you BUY and you can forget it for YEARS to come

bryant AUTOMATIC HEATING

sits on a dime

Most everyone knows that Bryant was first in providing gas heating

equipment for homes. Now we've a new first-the most compact and

sturdy gas heating unit ever designed for central heating! It's the Modernaire, an efficient winter air conditioner that can be installed easily in closet or alcove that warms, filters, humidifies and circulates the air. Fully automatic, it keeps home or apartment at just the temperature you desire-and economically, too, because its Hevigage heat exchanger provides more heat per fuel dollar! Six sizes, suited to all types of single residences and for personalized heating in multi-family dwellings. Made by the company whose skilled craftsmen have been heating specialists since 1908! Order Bryant equipment for modernizing your present home. Make it a must for your dream home of tomorrow! Dealers everywhere.



LET THE PUP BE FURNACE MAN

BRYANT HEATER COMPANY Cleveland, Ohio



No Wringer!



IN those two words, "no wringer", you have the secret of why the Easy Spindrier washes more clothes faster. Instead of a wringer, it has two tubs that work at once to get your week's wash done in less than an hour. One tub washes a full load while the other rinses and spins a full load damp-dry! Yes, Easy spins out up to 25% more water than tight-set wringer rolls!

COMPARE SPEED! Washing goes faster because Easy's exclusive roll-over action gently washes all the clothes in all parts of the tub...makes more room for more clothes. Clothes dry faster ... are lighter and easier to handle and

hang up. Ironing goes faster because there are no deep-creased, wringer wrinkles to press out.

COMPARE CONVENIENCE! Portableyou can wheel it right into the kitchen. No set tubs needed. Clothes are thoroughly rinsed right in the Spindrier basket! No wringer to feed pieces through. And no broken buttons or jammed zippers to replace! What other washer offers so much?

COMPARE SAVINGS! Look at them all and see if you don't agree that feature for feature, dollar for dollar, Easy gives you more value than any other washer at any price! There's no

"installation charge". Easy uses less soap and hot water-you can return suds to washer tub for a sec-"washable" drapes and slipcovers



of china in sets or from open stock. Many patterns are sold only as a set, but some of the best and most famous patterns, in traditional and modern designs, are available in open stock so one can buy perhaps ten cups and saucers, only four plates. Both have advantages. The Onondaga china shown in the "Traditional Setting for Eight" is a good example. It is sold as a service for twelve; it is also sold in place-setting groups. If you don't need service for twelve, it would be unwise to spend money needed for other table appointments on pieces that will be used only on "state occasions". So, buy the number of place settings you will need immediately; it's open stock, so you can buy more later on. It is true, however, that you will spend less money, in the long run, if you purchase the service for twelve at one time. "Open stock" does not mean that one particular pattern will be available forever. It may be available for three years or six years-but realize you cannot count on finding it always.

second advantage to buying open A stock is that you are then able to vary your color scheme, choosing, for instance (we're thinking of the Gustin china shown in the "Modern Setting for Four") dinner plates in gray and soup bowls in coral. You achieve a colorful, variable table at no greater cost than a set in a single color.

China is available also in "starter" sets. The number of pieces included may vary, but each consists of basic table needs and, therefore, is a good guide to planned buying.

Having chosen your china and your sterling flatware-or stainless steelthe next consideration is table linens. We call them "linens", but tablecloths and napkins can be attractive, longwearing, and adaptable to many occasions and not be made of linen. One may buy a tablecloth with a set of matching napkins; too, one can vary the appearance of the cloth by buying a complementary set of napkins. When using place mats, it is not mandatory to have matching napkins. Often this is impossible—many place mats are of fabrics that are impractical for napkins. In such a case, one might purchase special mats, choosing less expensive napkins to go with them. Some sets include a runner, and this gives added usefulness. The tablecloth and napkins set shown in the "Traditional Setting for Four" is an excellent example of adaptability. The napkins are 18" by 18", but some come 17" by 21", large enough to be used as place mats.

Candleholders, individual ash trays, figurine centerpieces, salt-and-pepper sets, water goblets-all important accessories to table beauty-can be attractive though inexpensive if they are chosen with care. Simplicity is the criterion. Spend where, in the long run, you'll get the most use and pleasure for your money; save on the less important accessories that may very easily "come in time".



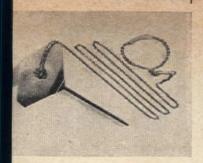


FIRST AID FOR CLEVER COOKS

FOR TANGY BARBECUE RECIPES Write:

Glaser, Crandell Co., Chicago 8, Dept. F 4

Double action ...

















LOOK, IT'S NEW!

hey're new in themselves, and they'll provide a new efficiency in your everyday living. (1) You still may walk your dog when you wish, but with this mooring post and eight-foot chain, he'll have another safe source of fresh air and exercise. Just stick the post in the ground, put the adjustable collar around his neck and let him romp. All made of Armco stainless steel that won't rust. Mooring post and chain, \$5.00; collar stamped with name and address, \$2.50; the Add-A-Link Co. (2) Nobody can be practical all the time, so here are some rolypoly candles with a Lilliputian charm. They're delicately tinted and decorated. Priced from 25¢ to 75¢; Emkay Candles. (3) No-Shok is a new safety device that combats one of the major household hazards—electric shock at outlets.



You'll be surprised at the beauty...convenience...and low cost of this modern marvel of kitchen craftsmanship. Just look at those smooth spacious work surfaces...that work-saving double bowl sink...those roomy wall and floor cabinets that put everything you need at your fingertips.

A "Kustomized" Kitchen-Kraft steel kitchen gives you...
continuous counter surfaces with no dirt-catching crevices between
cabinet tops...a complete line of floor, wall and sink cabinets
to equip any kitchen...old or new...large or small. Best of all,
you can buy your "Kustomized" kitchen complete or a unit at a time

under easy payment plans. See your Kitchen-Kraft dealer today and let him help you plan your "Kustomized" kitchen.

(Kitchen-Kraft)

Look for this label ... Your assurance of quality

CHECK THESE FEATURES:

- Fingertip control roller drawers
- Easy to clean baked on enamel finish
- Adjustable shelves for maximum storage space
- Sound deadened doors and drawers
- Chrome plated binges and other hardware
- Sturdy welded steel construction

MIDWEST MFG. COMPANY, DEPT. A-1 Galesburg, III.

Gentlemen: Please send (without cost or obligation) a copy of your folder, "Kitchen-Kraft Steel Kitchen Cabinets."

☐ I plan to build

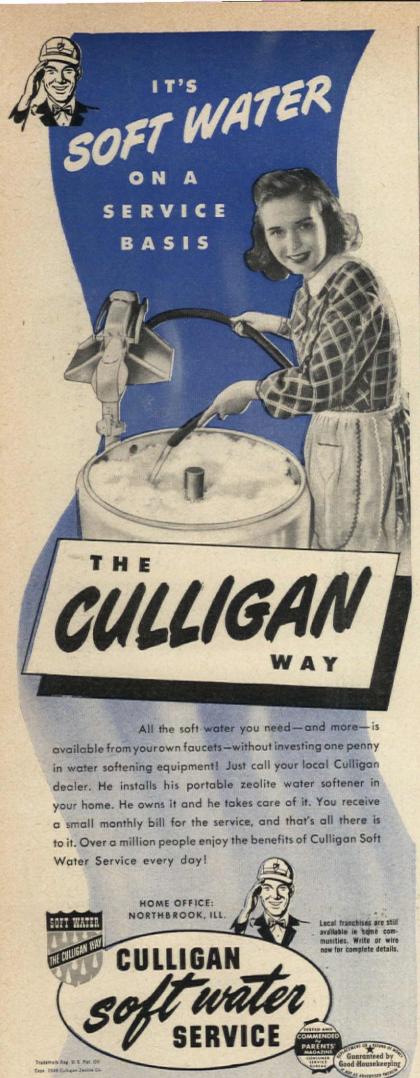
☐ I plan to remodel kitchen

NAME.

(KINDLY PRINT)

ADDRESS

ZONE__STATE_



OVER A MILLION PEOPLE ENJOY THE BENEFITS OF

CULLIGAN SOFT WATER SERVICE EVERY DAY!

A duplex receptacle, it is designed with a rotary cap which, until properly turned, will not admit plug prongs. A spring action holds plug in place and snaps cover back to cover holes when not in use. It's ruggedly built, insulated internally and externally, approved by Underwriters' Laboratories; Bell Electric Co. (4) The perfection of mountain spring water will pour from your kitchen spigot with a Gopher Spring-Flo faucet. It loads water with millions of air bubbles that make better water for drinking, cleaning, rinsing, but the bubbles escape instantly when water is drawn, so there is no splashing. (5) You won't have to say "don't!" and "Be careful!"; just put up a light aluminum guard-the Tot-Stop. It will keep your child from falling out a window, down the stairs, or going through forbidden doors. It's collapsible, easy to put up, won't mar woodwork or walls. It's designed for children up to six years. In two models, varying in extension from a minimum of 231/4" to a maximum of 60"; Keep-Baby-Safe, Inc. (6) If you love soft-cooked eggs but can have them only when someone else will crack them for you, a colorful Crax-Ezy will make you independent. This two-piece, plastic egg cracker has stainless steel pinchers on one half, stainless steel cutters on the other. It's quick, clean, and handy; Metal Products Engineering, Inc. (7) New speed and efficiency in the daily orange juice task is possible with a Kwicky Juicer. It's made of aluminum and has prongs at pouring lip that strain the juice. The switch: you hold the orange still, move the handle back and forth. A rubber base holds juicer firmly to table; Quam Nichols. (8) The Slide Lock is a leakproof, but free-turning hose coupling that clicks together and apart with a slip of the wrist. Precision-tooled, of noncorrosive metal, the two sections fit all standard hose, faucet, and sprinkler connections. Price, 60¢. Cleveland Supply Co.

Of special interest-

ALICE IN WONDERLAND PLAYLET, **%174** Includes costume instructions. DREAM HOME SCRAPBOOK 35¢ For collecting building data. BOOK OF ARCHITECTURAL DETAILS VITAMIN PARADE, \$103 719 RECIPES TIPS FOR FREEZING, #172 PRESSURE SAUCEPANS, %168 THE KITCHEN KETTLE, %122 FLOORS-CARE AND CLEANING, Order booklets by name and number and send remittance to:

The American Home 55 Fifth Avenue, New York 3, N. Y.

Horse-cars were once used for city travel. Busses are the modern way! The Modern Way to Launder is with CLOROX!

VILLIONS of modern women would feel lost on washday without Clorox ... for experience has taught them that "The white line is the Clorox line" For Clorox bleaches white cottons and linens snowy-white (brightens fast colors). Moreover, Clorox is free from caustic . . . made by an exclusive patented process... does its job extragently. Clorox reduces hard rubbing, further conserving fabrics. And, in routine household cleansing, Clorox provides added health protection ... it disinfects. Simply follow directions on label.



BOON HOUSEHOLD CLEANER

is another marvelous aid to easier, more efficient cleaning. It wipes away dirt and grease from washable surfaces quickly, easily, Excellent on autos. At your grocer's. MADE BY THE MAKERS OF CLOROX



Does



Shreds . . . Grates . . . Slices!

Three Kitchen **Iltensils** in One!

The Tri-Grater! Shreds—grates—slices! Fine for shredding vegetables, cheese, bread, crackers, nut-meats, etc. Makes dainty sliced dishes—cabbage, carrots, cucumbers, onions, etc. Equipped with "Food pusher." No danger of cutting fingers. Seamless—easy to clean. Ideal for gifts or bridge prizes. At your dealer or mailed postpaid

Circular on request

DETROIT METAL PRODUCTS, Inc. Hazel Park, Mich. 1603 E. 10-Mile Rd.



THE AMERICAN HOME, APRIL, 1948



Picture Your Parties in a Basement like This

THE LOW-COST FLOOR MAKES IT PRACTICAL

SERVE UP the popcorn and pink lemonade, and a party in this basement will have all the atmosphere of a circus. The gay carnival spirit that has been captured in the decorations invites guests to have fun. And it can be carefree fun, too, because the brightly colored furnishings are practical.

It all started with the selection of the new floor of Armstrong's Asphalt Tile. This modern flooring is ideal for basements because it's not harmed by the alkaline moisture that's always present in concrete basement floors. Since Armstrong's Asphalt Tile goes down tile by tile, the "three ring" floor design was easy to work out. It's just one of the countless designs that can be created in this flooring material to suit any type of basement room.

Armstrong's Asphalt Tile has many other advantages, too. It's a clean floor that's easy to keep clean. Dust and dirt can be swept from its lustrous surface with a broom. And occasional washing and waxing keep this floor bright and new looking for many years.

If you have a decorative idea you'd like to adapt to your basement, here's a suggestion. Let your Armstrong flooring contractor help you. He'll be glad to assist you in planning a distinctive floor design from the large variety of colors in Armstrong's Asphalt Tile. He will also be able to give you an estimate to prove the low cost of this practical floor for basements.

FREE BOOKLET! Write for your copy of "Basement Rooms for Work and Play." Many full-color illustrations plus a host of ideas

for basement rooms of all kinds. Armstrong Cork Company, Floor Division, 4804 Plum Street, Lancaster, Pa.



THIS IS HOW THE BASEMENT LOOKED before clever imagination transformed it into a colorful party room that's fun for the youngsters as well as the grown-ups. The bright circus decorations and colors are shown to best advantage against the rich looking floor of Armstrong's Asphalt Tile. Tokay is the color of the field of this floor design, and the three rings of White asphalt tile are set right in the floor. Tough and resilient, this flooring is long wearing and economical—it's ideal for basement utility rooms as well as recreation rooms. Floor plans and details of the furnishings of this room sent free on request.



The low-cost floor 🙆 with the luxury look

MADE BY THE MAKERS OF
ARMSTRONG'S LINOLEUM AND ARMSTRONG'S QUAKER RUGS



Gulistan Renaissance in Willow, about \$13.75 per sq. yd., higher in the West. Also in Cloud Grey, Maraschino, Fernmist Green, Barley Beige, Majolica Rose, Ocean Turquoise.

THE DECORATOR ALFRED MESSNER





ARIZONA RANCH HOUSE

This ranch house near Tucson typifies many beautiful Arizona homes by the famous Alfred Messner, member of the American Institute of Decorators. "The trend among professional decorators," says Mr. Messner, "is away from the slavish following of strict regional or period traditions. For instance, see what wall-to-wall carpet does for a ranch house!"

Gulistan Renaissance brings luxurious color

and texture to any room. Light and shadows play in the thick, sculptured pile. The single, glowing color makes the whole room look larger. In your mind's eye, picture what Gulistan Renaissance will do for that room of yours! Gulistan also looms other lovely weaves, all 100% virgin wool pile, from \$6.75 per sq. yd. up. (Demand for Gulistan still outstrips supply. Delivery from your favorite store may be delayed.)

THE KEYNOTE

GULISTAN arpet